INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 50 December 31, 1984

HAPPY NEW YEAR

HAPPY NEW YEAR

HAPPY NEW YEAR

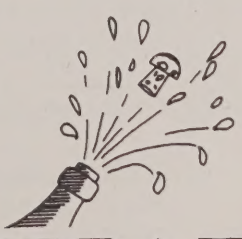
"FAREWELL 1984"

AGAIN, A NEW YEAR IS UPON US!

We, the staff of the IDG Update, have enjoyed reporting on the accomplishments in 1984. Each week we are proud to spotlight people who are contributing to the tremendous growth and success of the company. This issue highlights some of the headlines that were featured in the IDG Update during 1984.

Looking ahead, 1985 presents exciting opportunities and new challenges for the entire IDG family. We are sure that the coming year will provide us with many more stories on new products, new publications, and new people.

We wish each of you a happy, healthy, and prosperous New Year!



HAPPY NEW YEAR

RUN

CWCI/Peterborough launched a new system-specific monthly magazine for the home computer user -- RUN magazine for the Vic-20/Commodore-64 owner.

Along with the advent of the Macintosh microcomputer, the premiere issue of MacWorld was released by PC World Communications in San Francisco.

GOLDEN

CWCI's first machine-specific magazine in France, Golden, was published to assist users of Apple and Apple-compatible computers.

ComputerWorld Canada

The birth of two Canadian magazines was announced by CWCI. Computerworld Canada and PC World Canada will serve data processing professionals and users of IBM and IBM-compatible computers.

MIKRO

In Finland, Mikro magazine became another addition to our microcomputer publications family.

PC WORLD EXPOSITION HOUSTON

The first PC World Expo, sponsored and managed by the CW Conference Management Group, was held in Houston, Texas, and was a big success.

A new microcomputer publication in Norway, MikroData, was issued to furnish information to the home and hobby market.

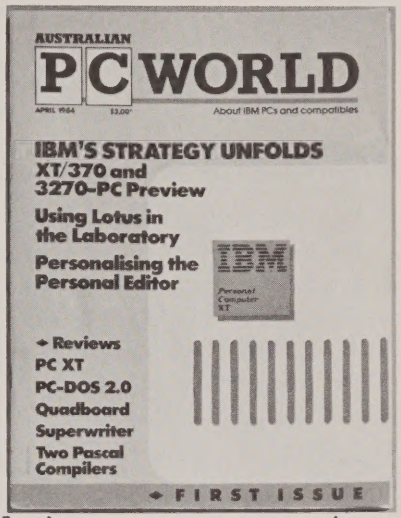
The debut issue of The Asian Computerworld was widely celebrated as an extremely effective advertising tool for companies trying to reach the computer user.

IDC Framingham formed Market Analysis and Statistics (MAST), a new service to provide consistent and statistically reliable information on quantitative market analyses, estimates and forecasts, and to standardize research and data extrapolation techniques.

IDC's Annual Information Industry Briefing Sessions were very successful in providing all attendees with up-to-date information on the different aspects of today's market, as well as future forecasts for the industry.

Advancements in telecommunications appeared at IDG in the form of OnTyme, the electronic mail system developed by Tymnet, which allows IDGers to collect data and correspond with fellow employees around the world.

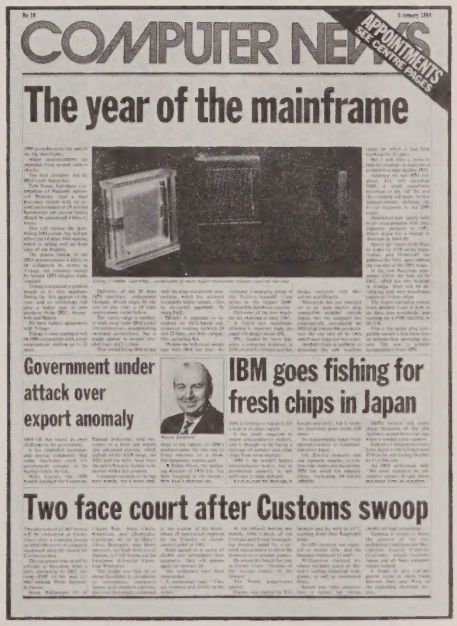
The PC '84 Exposition in Sydney, Australia was the birthplace for a new machine-specific magazine, Australian PC World, which proved to be an immediate success.



Boasting the largest first issue ever published in France, CWCI/France premiered O.P.C., a monthly magazine dedicated to the IBM personal computer users, during the European IBM PC Forum.

The first Micro Industry Planning Service (MIPS) Seminar was held by IDC Scandinavia in Copenhagen and was well received by representatives from all four Nordic countries.

Computerworld do Brasil hit the television medium in 1984 when it announced the start of a weekly television program featuring computers and their impact on day-to-day life.

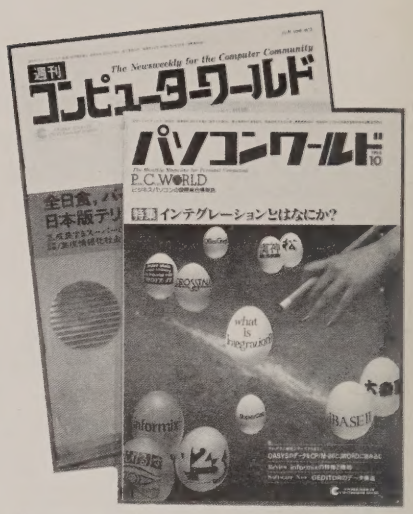

COMPUTER NEWS
APPOINTMENTS
The year of the mainframe
Government under attack over export anomaly
IBM goes fishing for fresh chips in Japan
Two face court after Customs swoop

As a new subsidiary of CWCI, Computerworld's publishing company in the United Kingdom, Computer News Limited, will publish Computer News each week in order to keep EDP professionals in the U.K. on top of developments within the dynamic computer industry.

IDC Iberia sponsored a highly successful two-day European Conference of Technological Updating (CEAT-84) in Madrid for top executives of the information industry.

Prompted by reader requests, CWCI/Peterborough began publication of ReRUN on disk and cassette, a compilation of the best programs produced in the issues of RUN, the monthly magazine for users of the Commodore 64 and Vic-20 microcomputer systems.

There were many things to celebrate at the CWCI Japan reception in April. The event served as the official debut of Computerworld Japan and PersoCom World, publications covering the latest developments in the Japanese computer industry, as well as the beginning of CWCI Japan's third year of operation.



COMPUTERWORLD/MEXICO
EL PERIODICO PARA LA COMUNIDAD DE LA COMPUTACION

Computerworld de Mexico hosted festivities to debut CompuMundo, a publication dedicated to microcomputer and small business equipment users in Mexico.

IDC developed a new micro research series called The Micro Collection which combines all of IDC's expertise into seven highly-informative programs for the microcomputer industry professional.

Computerworld's Special Focus Publication, On Communications, became a monthly stand-alone publication.

Svenska PC WORLD

Computer stores and newsstands in Sweden had to make room for CWCI Sweden's Svenska PC World, aimed at users of IBM PC/PC-XT and compatibles.

LINK

There was a full house at the LINK Resources Executive Conference in New York City where top industry experts examined the effect of new communications technologies.

Under the direction of the CW Conference Management Group, a conference and exposition program, the Network Management/Technical Control began in Washington, D.C.

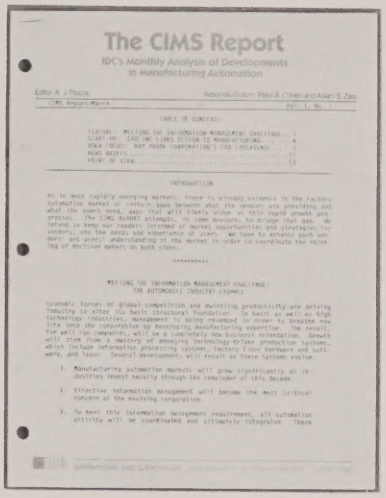
This year's successful Hanover Fair '84 in West Germany was the setting for CW Publikationen's newest magazine, Computer Business, for retailers, OEMs, and software and system houses in the micro & personal computer market.

COMPUTER BUSINESS
Das Magazin für Handel, OEM, Software- und Systemhäuser
Das Hardware-Geschäft muß nicht hart sein
Was steht hinter dem Fenster?
Gespräch mit Apple-Chef Mike Spindler
Wie schmecken dem Handel die neuen Apple-Sorten?
CeBIT 84 setzt Maßstäbe: Freundliche Bedienung gefragt
IBM sucht noch nach der Mikro-Identität
Data Becker ist richtig abgefahren
Zukunftsvisionen trotz harter Realität
Macintosh
Hannover: Am Rande der Messe
1/84

Happy 20th IDC!

Over 450 people celebrated IDC's 20th anniversary in June during festivities at the Sheraton Tara/Framingham. IDC Scandinavia staffers also marked the occasion with a dinner and party (but a little closer to home).

In response to the need for information on the developments in the field of computer integrated manufacturing and design automation, IDC's Publication Department launched The CIMS Report.


The CIMS Report
IDC's Monthly Analysis of Developments in Manufacturing Automation

Yet another CWCI publication hit the newsstands in Germany. RUN magazine focuses on the specialization of Commodore computers.

IDC acquired Yates Ventures, Inc., the software market research and consulting company in California. Yates Ventures, Inc. is known for its detailed understanding of the UNIX market.

IDC's Leasing Planning Service (LPS) became the first Continuous Information Services (CIS) product in IDC's 20-year history to be actively marketed in Europe, and has an ever-growing client base.

IDC France issued the "InfoCentre" Report, a comprehensive study and analysis on the French market.

IDC opened its first Canadian subsidiary in Toronto, Ontario.

The first three volumes of InfoWorld's Essential Guides covering the IBM PC, the Apple II family of computers, and the CP/M operating system went on sale in bookstores throughout the United States.

COMPUTERWORLD DO BRASIL

Computerworld do Brazil staged a successful three-day exposition dedicated to software. EXPO SOFT was the first computer show of its kind in Latin America.

IDC Benelux in Amsterdam became a full subsidiary operation of IDC. IDC also established a branch office in Brussels, Belgium.

IDC Scandinavia held their first user symposium, "PC For Profit," for small to medium-size companies in Scandinavia, and opened its first branch office in Norway.

CWCI sponsored the "See It Then Theatre" at the innovative Computer Museum in downtown Boston, Massachusetts. The theatre will show a film entitled "See How They Ran," delineating sixty years of computers.

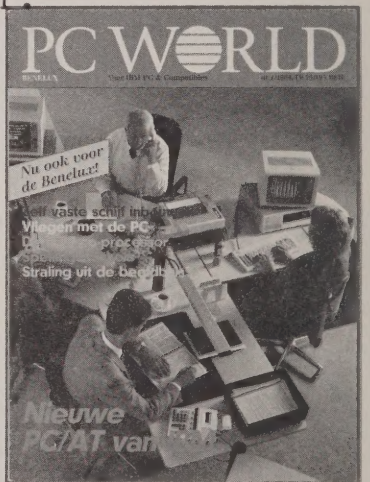
China Computerworld published its largest issue ever, containing a total of 44 pages with over 20 pages of advertising . . . the largest amount of advertising ever carried by a publication in The People's Republic of China.

Computerworld Australia participated in the ACC '84, Australia's equivalent to the National Computer Conference in the U.S. CW Australia produced four editions of a daily tabloid, ACC '84 Daily, for attendees of the exhibition.

Computerworld ACC'84 Daily

Not to be outdone, IDC's European office received an excellent response, in terms of increased sales lead inquiries, to their participation at COMDEX EUROPE, the European trade event of the year.

The first issue of a Dutch IBM personal computer, machine-specific magazine, PC World Benelux, was officially launched by CW Communications, B.V., CWCI's publishing subsidiary in The Netherlands.



Folio Magazine ranked four of CWCI's publications in its list of the top 400 magazines in the U.S. measured by revenue -- Computerworld, InfoWorld, PC World, and 80 Micro.

PC BUSINESS WORLD

CWCI's subsidiary in the United Kingdom, CW Communications, Ltd., released a new monthly publication for users of the IBM personal computer and compatibles -- PC Business World.

PIMS Procurement Information Management Service

IDC Washington's Procurement Information Management Service (PIMS) signed the General Accounting Office (GAO), which makes PIMS clients all four of the main policy makers for the Federal Government.

INTERNATIONAL DATA GROUP ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER WORLD DO BRAZIL ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD JAPAN ■ COMPUTER WORLD MEXICO ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ CW PUBLIKATIONEN GMBH

IDG UPDATE

■ IDC ASIA LIMITED/HONG KONG ■ IDC RESEARCH AUSTRALIA ■ IDC EUROPA LTD/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND GMBH ■ IDC IBERIA ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC SCANDINAVIA ■ INFOWORLD ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LE MONDE INFORMATIQUE ■ LINK RESOURCES ■ PC WORLD COMMUNICATIONS

Volume 13, Number 19 Week of June 20, 1983

CWCI's International Editors Meet

CWCI recently held their fourth Annual International Editors Meeting in Palm Springs, California, coordinated by the Computerworld staff in Framingham. 19 editorial representatives from eight countries spent several days discussing the newly-created CW International News Network and other issues.

Continued on Page 5

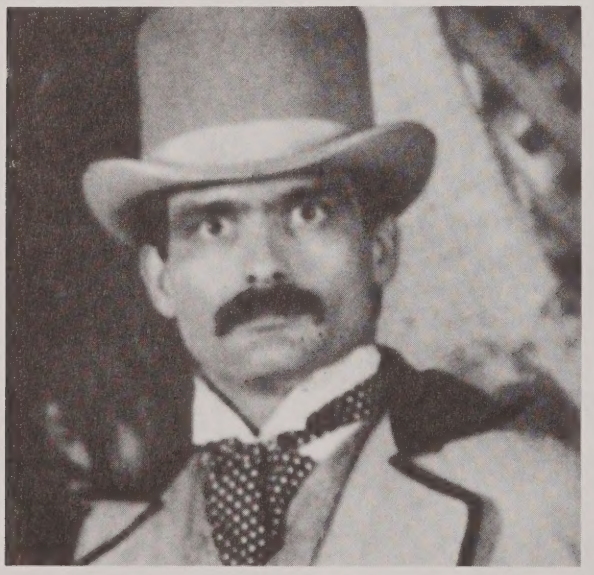
Pictured left to right: ULRICH OSTERMANN (Micro ComputerWelt), SHUJI MIZUGUCHI (Computerworld Japan), SUSAN COLEMAN (Australasian Computerworld), CLAUDINEY SANTOS (DataNews), MARCIA BLUMENTHAL (CW Buyers Guides), RITA SHOOR (Computerworld), TIM SCANNELL (Computerworld), MAGGIE CANON (InfoWorld), JUNE FETTIG (Computerworld), JOHN WHITMARSH (Computerworld), CHERYL GELB (Computerworld), JO COHEN (Le Monde Informatique), LARS and KISTEN HOJ (Computerworld Danmark), YANG KUN-TANG (China Computerworld), LI CHAOYUN (China Computerworld), NEY KRUEL (Micro Mundo), and only half showing is DIETER ECKBAUER (Computerwoche). Not shown: SUSAN BLAKENEY (Computerworld INN) who took the picture, and STEWART ALSOP (ISO World) who had to fly home early.

Spotlight

CWCI's Production Department

PETER HOLM, Production Director, was born at an early age. His mother said it was an easy birth; she had a proxy.

Abandoned many times in the candy section of the local A&P, Peter formed an early, close relationship with Nestles Crunch bars and fat thigns. He also discovered an aversion to exercise, diet, and personal hygiene.



Peter Holm

Peter is a Minimum Cum Lauda graduate of Gettysburg College where he majored in English, with minors in Bridge and Band. His fondest college memories swirl in the area of theatre where he reports to have received accolades for his sensitive portrayal of a 280-pound mute Nubian slave in "Caesar and Cleopatra." Otner parts include the title role in "Harvey," Bali Hai in "South Pacific," a corpse in "Arsenic and Old Lace," and the mist in "Brigadoon."

After graduating from college, he flunked his Army physical, didn't go overseas on an extended tour of Viet Nam, escaped to New York where he took up the Bohemian life, and quickly dropped that for a grander style of living -- he was kept on Park Avenue. A week later when the relationship broke up (he never realized sex was part of the deal), he took a job as Frozen Seafood Editor of the magazine "Quick Frozen Foods." Here he learned the two essentials for being the successful businessman: always carry a clipboard and try to look busy.

With these simple rules firmly entrenched in his mind, he took the quantum leap to CW Communications via the defunct "Data-Comm User," where he learned humility at the feet of guru Dr. William A. Saxton, presently a contributor to "Infosystems."

As Production Director, Peter has two main responsibilities: delegating responsibilities and pushing paper. He likes to party, talk to Coke machines, and collects objets d'arts from touristy places such as Revere Beach and Nantasket.

Continued on Page 3

From Page 2

MARLENE STIBAL (known to her family as "Bullet") was born in a suburb west of Boston called Osage, Iowa. She first gained county-wide notoriety on the "club" circuit. Yes, an experienced guest lecturer by the age of 12, Marlene gave a demonstration on etiquette at the local 4-H Club. Just 6 years later, her work finished raising 10 older brothers and sisters, Marlene left her Iowa farm and headed to Cambridge, Mass.

Marlene Stibal

Trying several different jobs, Marlene finally settled at Benwill Publishing. But not for long. Details are sketchy, but it seems Pat McGovern used Vic Farmer (see IDG Update Volume II) to lure Marlene to CWCI. Some say he used candy (see photo). It is believed, however, that Marlene left Benwill for CWCI on the promise of being allowed to study with Peter Holm. Marlene is currently CWCI's Production Manager.

Though Marlene no longer accepts speaking engagements (unless she knows you), she becomes a veritable motormouth, quoting gear ratios and drag coefficients, when asked about her new Ford EXP.

LAURA ZUROFF joined the CW staff less than five months ago -- although some say "it seems like years."

A biology major in college, she embarked on a direct career path with the aim of becoming a full-time ski bum. Unfortunately, she had to put them off for a few months -- there was no snow in June in New England.

Laura Zuroff

When the same thing happened again the following year, Laura headed for Boston. Her object: reality; her area of attack: two ad agencies, The New Yorker magazine, a television station and freelance graphics work. Deciding that reality was "like just too real," she headed for the Production Department at Computerworld and the job of Production Assistant, which she won over hundreds of applicants because of an opening for the short-field position on the softball team.

As Production Assistant, she confuses everyone involved with special publications, ISO World, and the deck cards. She fits in perfectly and, hailing from Dover (MA), has added a sorely needed touch of class to the department.

Continued on Page 4

From Page 3

She moonlights at night as stand-in for the Little Dutch Boy at local paint stores.

Jude Goldman

JUDE GOLDMAN developed tendencies to be picky, to enjoy being catered to, and to spend other people's money at an early age. These traits nave prepared her well for her position as CWCI's Print Media Coordinator. Since August, Jude has coordinated the production of promotional materials and purchased printing services for CWCI. Her duties also include checking the quality of printing. Here she is shown doing an early press check. Contrary to the belief of local printers, Jude is a perfectly nice person and has only one head.

Many people have asked Jude how she got into printing. This is a question she has often asked herself. After receiving a BA in English from Emerson, and deciding that folklore was not a growth industry, Jude decided to go back to high school to learn printing. This had something to do with a desire to make beautiful books and be a woman in a non-traditional field. B.C.W., Jude worked as a press operator in area copy shops and as production and customer service manager for the late Riverfront Press of Cambridge. She lives in Jamaica Plain with her husband Ed, and Yenta the comatose designer dog. Jude enjoys ner spare time.

Zelda Abromowitz

ZELDA ABROMOWITZ, CW Production Department's newest employee, works for Marlene Stibal as the Secret Publications Coordinator. Working nights, under the cover of darkness, she is often seen floating through the halls with her trusty Non-RePro Blue Magic Marker in hand. In addition to supervising top-secret layouts, she is also in charge of signing Non-Disclosure Statements for IBM and other clients. She is often able to get around the issue by simply stating: "Would this face tell?"

Kid sister to Heidi, she spends much of her spare time babysitting for her nephew, Trick. Her other hobbies include sign language, solitaire and charades. Zelda is unmarried, lives alone, and is available. Look out Phil Smith!

From Page 1

Editors Meet

The CWCI International News Network -- a setup designed to tie our many international publications together with an editorial exchange program. SUSAN BLAKENEY, CW International Editor, recently described CW INN: "It's made up of three segments -- first is the CW Wire Service. This is a daily, high priority message about news in the U.S. and is sent to all international offices via telex." The newspapers can then obtain the full text of a story just by asking.

Part two is an interactive digest containing short sections on several important stories each week. All participating offices, including the four U.S.-bases newspapers and magazines, each submit story information for the digest.

The third segment of the Network is a list of interesting features compiled on the first Monday of each month. Editors can then choose an interesting feature story from any of our publications and obtain the full text fro the other country directly. Susan Blakeney, as CW International Editor, is responsible for the overall operation of the International News Network.

IDC has announced the opening of a new sales office in Chicago. WAYNE DOMBROWSKI, newly appointed Account Executive, will coordinate the activities of this region. Wayne can be reached at:

IDC Chicago
Suite 3600
444 North Michigan Avenue
Chicago, IL 60611
(312) 644-0355

People

Congratulations to JERRY TODD on his recent promotion to the position of Vice President/Data Base Department. Jerry, an old time IDC friend and a recent Director of IDC's Data Base Department, rejoined IDC on October 19, 1981, and has been instrumental in building IDC's worldwide proprietary data bases covering computer installations in the United States and overseas.

The data bases are the firm foundation on which all of IDC's products and services are based and will continue to play a fundamental role in IDC's future expansion plans. Jerry has brought to IDC unique talents and capabilities to develop increasingly more sophisticated data bases, as well as delivery techniques enabling IDC to maintain its leading role in the information processing industry.

STEWART ALSOP recently announced that DEBBIE DEPEYSTER has been promoted from News Editor to Executive Editor of ISO World and that KATY GURLEY has been promoted from Associate Editor to News Editor of ISO World.

Debbie was one of the first people hired when ISO World was started as Computer Business News four and a half years ago. She opened the San Francisco and Los Angeles bureaus for CBN and was promoted to News Editor of ISO World last October. In her new position, she will be responsible for supervising the assignments and production of news, features, and columns and

Continued on Page 6

From Page 5

for coordinating the day-to-day flow with the Managing Editor.

Katy was hired as an Associate Editor in January and has demonstrated excellent news judgement even as she has learned about the computer business. In her new position, she will be responsible for assigning and editing the stories in ISO World's news section.

New employees

Welcome to WAYNE DOMBROWSKI as Account Executive for IDC. In this position, Wayne will report directly to TED SULLIVAN, Director of Sales, Midwest Region, and his responsibilities will include the sale of IDc products in Minnesota, Illinois, Wisconsin, North Dakota, South Dakota, Idaho, Nebraska, Ohio, Indiana, Kentucky, Tennessee, and Pittsburg.

Wayne has had some ten years of experience in the information processing industry with IBM, Greyhound Computer Leasing, and General Electric Credit Corporation.

Anniversaries

One-Year Anniversary

Phil Smith, ISO

Two-Year Anniversaries

Robert David, PCI
Camille Massey, PCI
Carolyn Wilke, LR

Three-Year Anniversary

Cynthia Delaney, CWCI

Five-Year Anniversary

Debbie Sobin, IDG

Classified

STAFF AT CW INTERNATIONAL MARKETING SERVICES

Reports to Manager of International Marketing. Typing 50 wpm, familiarity with Atex System and telex, if possible. Responsibilities include: preparing and sending all IMS information to potential clients generated from various leads; maintaining and updating the 16 CW/IMS mailing lists used in the promotion of all publications, responsible for the CW/ IMS newsletter mailing and list; coordinating weekly mailings for each international publication; tabulating coupons resulting from in-house advertising; assisting the manager with specific telephone sales calls to prospective clients; promoting the international publications with special projects; compiling the monthly client list and sending a final report to all international managers and sales representatives; sending all IMS telexes to CW foreign offices; maintaining an inventory of all foreign publications, rate cards, and office supplies; assisting in the preparation of the rate cards; person will be expected to assist the department secretary when necessary; person will be trained to have an understanding of the 30 international publications in 24 countries and will handle information over the telephone. For more information, contact Diana LaMuraglia of CWCI in Framingham at (617) 879-0700, x319.

ISO WORLD FEATURES EDITOR

Responsible for scheduling, assigning, and editing feature articles from both staff and contributing writers. Responsible also for ensuring that the art and graphics for features and the articles themselves are coordinated in content and concept. Looking for someone with both feature writing and news reporting background who has some experience as a content editor. If interested, please contact Debbie DePeyster of CWCI at (617) 879- 0700, x375 or Stewart Alsop of CWCI at x318.

ISO WORLD ASSOCIATE EDITOR

Responsible for reporting and writing four or five news stories per issue and for researching and writing one feature article per issue. Travel to shows and other events is required. Looking for a reporter trained in daily journalism who can demonstrate good writing and interviewing skills. Interested candidates should contact Debbie DePeyster or Stewart Alsop of CWCI in Framingham at (617) 879-0700.

FOR SALE

1976 Mazda RX 4. 2 door, automatic transmission, A/C, AM/FM cassette, excellent condition, just passed inspection. $1,400 or best offer. Please call Dan Boneh of CWCI at (617) 879-0700, x427.

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IDG UPDATE

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Volume 13, Number 39 Week of November 7, 1983

IDG Directors Meet In Paris

Pictured in front of the *Le Monde Informatique* booth at SICOB are (from left to right): ZHANG CHANPING, Chairman of *China Computerworld*; ARTHUR NELSON, IDG Director; JOHN BREYER, IDG Director; FRANCOIS CHAUSSONNIERE, Publication Director of *Le Monde Informatique;* CHEN MINGKUN, General Manager of *China Computerworld*; PATRICK McGOVERN, Chairman of IDG; YVES DELACOUR, Managing Director of IDC France; PETER ROWELL, President of IDC; AXEL LeBLOIS, General Manager of IDG France; HARLAN ANDERSON, IDG Director; and LOUIS RADON, General Manager of Micropresse (a division of IDG France).

IDG had its first Board of Directors meeting outside of the United States recently. The meeting was held in Paris, France. While there, the Directors and guests visited the SICOB Show, the leading French computer show.

Spotlight

73 Amateur Radio's Technical Journal

73, as the magazine is conveniently called, means "best regards" in the language of ham radio. Founded by WAYNE GREEN in 1960 in Brooklyn, New York, 73 is the oldest book published by Wayne Green, Inc. It is also now the "black sheep" of the WGI and IDG family -- a magazine devoted not to readers whose interests lie in computers, but to people who are dedicated to communication and experimentation via amateur radio.

73 has grown immensely during the past 23 years. With readers in more than 85 countries, foreign correspondents in 42, and contributing authors and editors in all parts of the world, this growth is expected to continue within IDG. More information about 73 or ham radio in general is available by writing to 73 Magazine, Editorial Offices, 80 Pine Street, Peterborough, New Hampshire, 03458, USA. People there would enjoy hearing from other parts of IDG.

Executive Editor, JACK BURNETT, is in charge of editorial finances, policy, planning, and personnel. As he indicated to PAT MCGOVERN the first time they met, his major concern is staying out of the way of the fine professionals with whom he works. The third most senior member of WGI, Jack began work with 73 in 1974 as Assistant Editor. His spare time is occupied by hard-core softball, hard-core basketball, soft-core volleyball, and anonymous golf. He is also on the Board of Directors of the New Hampshire Jaycees and the local American Field Service Exchange-Student Organization.

Jack Burnett

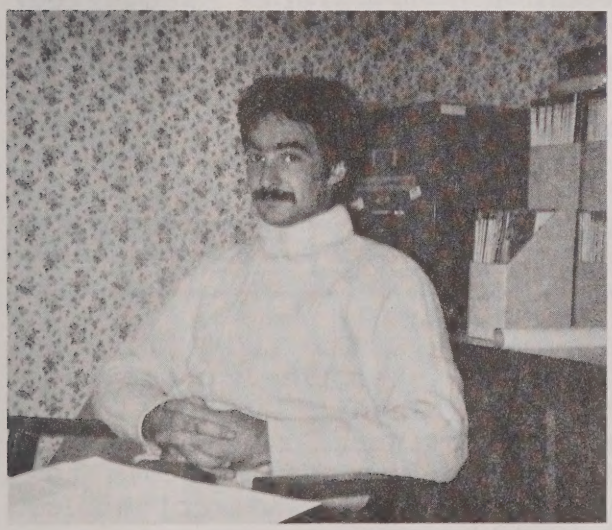
Managing Editor, SUSAN PHILBRICK, joined 73 in February, 1975 as Publisher's Editorial Assistant. Soon thereafter, named Assistant Editor, she was subsequently appointed Assistant Managing Editor in the Spring of 1977. Recently promoted, her duties now include supervising all editorial workflow, layout, and quality control, as well as the personnel

Continued on Page 3

From Page 2

in 73's infamous "Willows, Room 7." Susan's outside interests reflect her role in 73 personnel's equine-canine connections. As an accomplished hunter/jumper rider, trainer, instructor, and owner/breeder of Shetland sheepdogs, she spends most of her spare time managing the people, creatures, and activities of a ten-horse stable. Susan also enjoys reading, racquetball, swimming, and skiing.

Susan Philbrick



Steve Jewett

STEVE JEWETT, Assistant Managing Editor of 73, joined WGI in April, 1981 as a typesetter. In March, 1982, he was recruited by the canny 73 staff and became an Editorial Assistant. Also recently promoted, Steve's greatest responsibility is now the dummying or complete layout of each issue of 73. His hobbies include listening to and playing classical piano music, and training and competing -- you guessed it -- jumping horses. Steve is also an accomplished dressage rider.

Richard Phenix

RICHARD PHENIX, Editorial Assistant, began working for 73 in December, 1978, editing manuscripts, proofreading, roughpasting, checking mechanicals, and helping do much of the "trench work" which makes 73 magazine successful. One of the articles he has written for 73, "Messages from Station Charlie," detailed clandestine radio operations in which he took part while a member of the armed forces in England during WWII. His recreational activities (?) include reading and watching TV -- he does not own dogs or horses. Dick says that his chief love is the work he has been doing for the past six

Continued on Page 4

From Page 3

years with others who share Jellinek's Syndrome.

Nancy Noyd

Editorial Assistant, NANCY NOYD, joined WGI in January, 1980, and worked for 73, Microcomputing, and 80 Micro. As 73's needs grew, though, she was assigned to it full-time. Nancy is now responsible for all administrative, financial, and computer operations, and for telling the Executive Editor when to be where and what to say. Nancy's other interests are handicrafts, reading, her family, and -- did you guess it? -- her two Shetland sheepdogs!

People

Congratulations to GLORIA LODGE on her recent promotion as Payroll/Benefits Manager for Wayne Green, Inc. Gloria's responsibilities include the administration of the biweekly payroll and all employee benefits, the tabulation of sales commissions and royalty payments, and all related record keeping.

Prior to the recent promotion, Gloria served for two years as personnel manager. A native of Peterborough, Gloria graduated from the University of New Hampshire at Durham in 1981, and resides in Hancock, New Hampshire.

New employees

Welcome to KEITH THOMPSON, new Editor-in-Chief of Microcomputing at Wayne Green, Inc. Keith's primary responsibility will be to set and maintain the overall editorial direction of the publication.

Before joining Wayne Green, Inc., Keith served as General

Continued on Page 5

From Page 4

Manager of WEVO, New Hampshire's public radio station, for four years. Past experience also includes the ownership and management of a printing and advertising company in Western Massachusetts.

A native of Westport, Connecticut, Keith graduated from Holy Cross College with a B.A. in English. He now lives in Peterborough, New Hampshire.

InfoWorld is pleased to welcome CAROL RANALLI as Editorial Assistant. Carol is a graduate from Southern Connecticut State University with a degree in Spanish, and is multilingual. Before joining InfoWorld's editorial staff, she taught 7th grade and worked as an administrative assistant in the contracts department of TRW Microwave in Sunnyvale, California. While at TRW she was a contributing writer for the company newsletter, AERWAVES. Welcome aboard, Carol!

Welcome to BOB HOSKINS, InfoWorld's new Systems Manager. As Systems Manager, Bob will be responsible for the installation and continuing support of IW's new Atex system. Prior to joining InfoWorld, he was the Systems Support Specialist for the Peninsula Times Tribune in Palo Alto. Bob is a native of California and graduated from San Francisco State University. Welcome to InfoWorld, Bob!

Welcome to LIZ JOHNSON, CWCI's new Director of Sales Promotion. Liz comes to CWCI with an excellent background, including a year as account executive on the DEC account at Schneider, Parker, Jakuc, and six months as account executive on the Cullinet account at LaChance, Goodchild & Eidson.

In addition to her responsibilities as Department Director, Liz will function as Account Supervisor on the Computerworld account, including OA, Buyer's Guides, CW On Communications, and the CW international publications. Liz will also supervise the Micro Marketworld account.

Welcome to SUSAN LOVEJOY, ISO World's new Copy Editor. Prior to joining CWCI, Susan was assistant editor for AudioVisual Communications, a monthly trade magazine in New York. She graduated from Syracuse University with a dual BA degree in magazine journalism and psychology. Susan recently escaped the madness of Manhattan and fled to Boston's North End where she plans to eat to her heart's content.

Welcome to DAVID OLMOS, new part-time Copy Editor at ISO World. A native of Portland, Oregon, he holds a B.S. degree in journalism from the University of Oregon and an M.A. degree in communications from Fairfield University. David previously worked for the Middlesex News in Framingham as a reporter, and for Computers and People Magazine in Newtonville, Mass. as an editorial assistant.

Anniversaries

One-Year Anniversaries

Kathy Chin, IW
Mary Lynn, IDC

Three-Year Anniversary

Laura Greenfield, IDC

Five-Year Anniversary

Debbie DePeyster, CWCI

Eight-Year Anniversaries

Susan Achilla, CWCI
Peter Holm, CWCI
Ted Sullivan, IDC

Etcetera

IDC welcomes two new sales representatives to the ever-growing network:

IDC Sweden
Karl A. Soderberg
Vartavagen 55
115 28 Stockholm
Sweden

IDC Norway
Ernst B. Torp
Sandviksvn 12
Post Box 222
1322 Hovik
Norway

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CUSTOMER SERVICE REPRESENTATIVE

CWCI has an immediate opening for a Customer Service Representative in the Circulation Department. Primary responsibility will include researching and resolving subscriber complaints, responding to inquiries, and fulfilling back issue requests. To qualify, you must possess strong communications skills, both oral and written, and be able to work independently. Previous customer service experience would be helpful. To apply, please call Renee Visconti of CWCI at (617) 879-0700, x362.

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■ IDC ASIA LIMITED/HONG KONG ■ IDC RESEARCH AUSTRALIA ■ IDC EUROPA LTD/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND GMBH ■ IDC IBERIA ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC SCANDINAVIA ■ INFOWORLD ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LE MONDE INFORMATIQUE ■ LINK RESOURCES ■ PC WORLD COMMUNICATIONS

Publisher:
Bill Sell, IDG International Operations Coordinator
Production Assistance:
Carol Famosi
Jo-Ann O'Mara
Ann Baker
Typesetting:
Carol Polack
CWCI Typesetting Department
Design Consultant:
Tom Monahan
CWCI Art Department

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Bill Sell, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 444; Telex: 95-1166 INTLDATAHQ FHM.

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Volume 13, Number 41 Week of November 21, 1983

CW Brazil's Banner Year

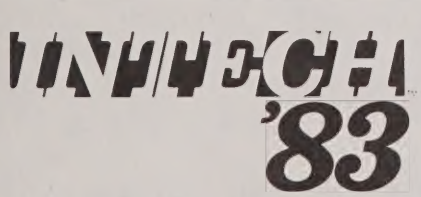
DataNews, CW Communications' weekly tabloid for the Brazilian computer community, recently published its largest issue since it was founded over seven years ago, reports Managing Director ERIC HIPPEAU. The 132-page issue was distributed at the country's National Computer Congress last month in Sao Paulo.

CW Brazil this year launched Micro Mundo, a magazine for micro computer users. The magazine has a circulation of 35,000 copies, of which 25,000 are on newsstands, and quickly gained market dominance, reports Micro Mundo Editor NEY KRUEL. The publication, which was originally published in tabloid format as a monthly supplement to DataNews, was launched in March at the Sao Paulo Micro Festival, a trade show co-sponsored by CW Brazil. One thousand subscriptions were sold in the four days of the show.

Continued on Page 5

Intech Conference a Success

Halloween brought more treats than tricks to the CW Conference Management Group as they



opened the doors to registration for INTECH '83, a major new national information system show, at the McCormick Place in Chicago.

An unprecedented 48% of the pre-registered conference attendees had already signed up for the In-Depth Tutorials. When another 20% showed up at the door that morning, the scramble was on. Registration Manager, LOUISE MYEROW, was in complete control of the last minute rush and had everyone processed so all the sessions went off on time. When the dust settled, all the notebooks were gone, extra lunches were ordered, and additional seating

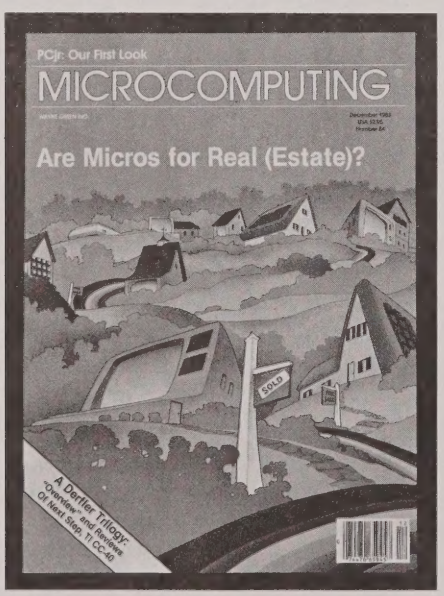
Continued on Page 5

Spotlight

Microcomputing Magazine

Microcomputing, originally called Kilobaud, began publishing in January of 1977. A pioneer in the field, Microcomputing is a grandfather to all Wayne Green, Inc.'s computer publications.

Microcomputing provides its readers with the latest information in the field. It offers timely reviews of newly released systems, as well as programs and construction projects for established systems.



Microcomputing's success has served as a foundation for the company's highly successful system-specific magazines. 80 Micro, inCider, and RUN have all "spun-off" the pages of Microcomputing.

Even with the trend toward system-specific magazines, Microcomputing still boasts a circulation of more than 100,000, and this year was included in the Folio 400.

As with all Wayne Green publications, Microcomputing relies on its readers to share programming and hardware tips. The magazine's readership is an innovative group, and this shows in the unusual and imaginative applications that can be found in Microcomputing.

Microcomputing features five regular columnists: FRANK DERFLER covers the industry developments in "Overview;" TOM BONOMA's "What's New, Big Blue" column focuses on the latest in IBM products and programming; ROBERT BAKER covers Commodore in "PETpourri;" tips in construction and modifications are offered in MARK ROBILLARD's "Techniques" column; and Publisher WAYNE GREEN comments and prognosticates in "Publisher's Remarks."

KEITH THOMPSON, Editor-in-Chief of Microcomputing, joined the magazine staff in August, 1983. Prior to coming to Wayne Green, Inc., Keith was the general manager of public radio station WEVO in Concord, New Hampshire for four years. Previous experience includes owning and

Continued on Page 3

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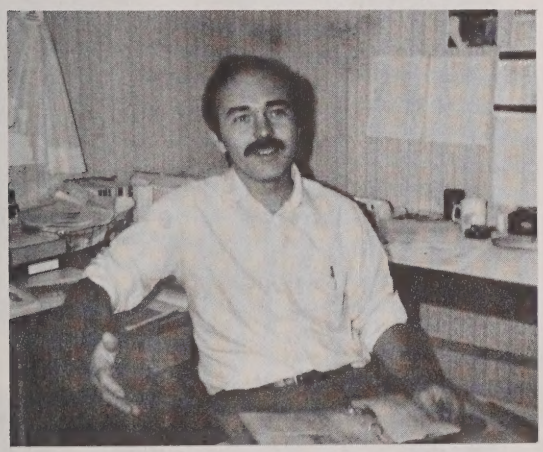
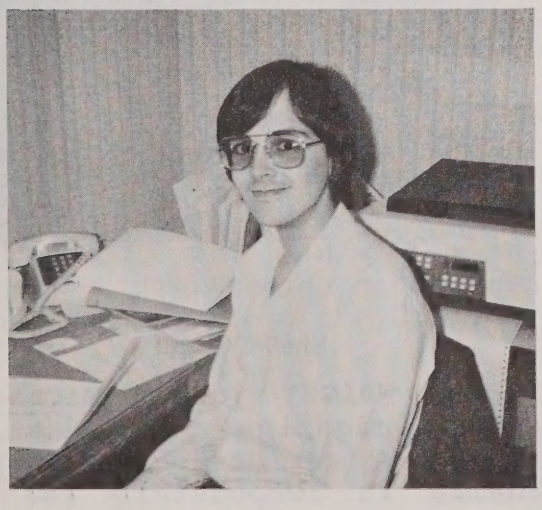
operating an advertising/printing company in Western Massachusetts.

Keith's immediate responsibilities include refocusing Microcomputing's editorial direction as a technical journal providing timely reviews and information for the intermediate computer user.

Besides being an avid Apple II+ user, Keith's interests include audio, photography, and other expensive hobbies. He lives in Peterborough, New Hampshire with his 8-year old daughter.



Keith Thompson

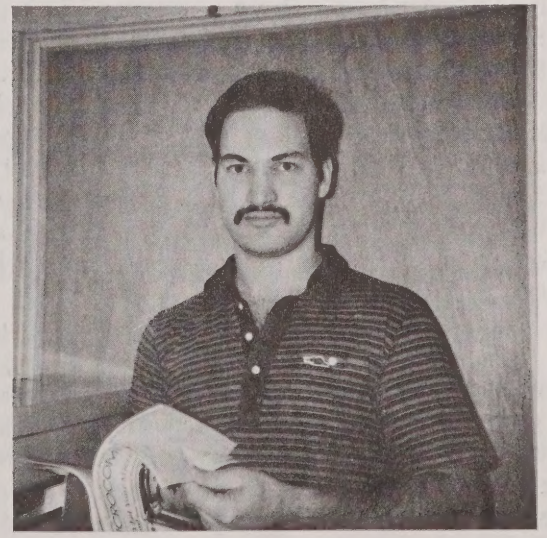


Jim Heid

JIM HEID, Technical Editor, came to Microcomputing in September, 1983, after serving as Wayne Green Books' technical editor for 14 months. He is responsible for verifying the technical accuracy of the magazine, reviewing submissions, soliciting articles, and assisting the Editor-in-Chief in developing magazine themes. Jim is also a frequent contributor to Microcomputing's sister publication, 80 Micro.

Besides computers, Jim's loves include jazz piano, photography, diners, and his wife and toy poodle.

LARRY CANALE and DAN MUSE, Senior Editors of Microcomputing, manage the magazine's day-to-day operations in both the production and editorial areas. They are responsible for cover design ideas and all title and headline writing, and they contribute to the magazine's layout and design. In addition, they second-edit every article and column, and are responsible for following those articles through the production process.



Larry Canale

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Larry was hired by Microcomputing as Assistant Editor in July, 1982. He took over the Copy Editor position in September, 1982, and was promoted to Senior Editor in July of 1983. Originally from the Rochester, New York area, he is a graduate of St. Bonaventure University. Larry's interests include writing, photography, golf, softball, and tennis. He also likes arguing with the staff about hyphens.

Dan Muse

Dan joined the staff as an Assistant Editor in May, 1982. Three months later, he moved to Review Editor, a position he held until his promotion to Senior Editor in July, 1983. Born in Malden, Massachusetts, Dan now lives in Winchendon, Massachusetts. His interests include reading and writing fiction, softball, and trying to play volleyball. Dan also enjoys finding meaningless jobs to keep Tracy busy.

TRACY MAYOR, Assistant Editor, joined the Microcomputing staff this past August. She second-edits every article and is responsible for the "Calendar," "Micro Software Digest," and ever-popular "Club Notes" columns. She also spends a lot of time running back and forth between the production and editorial buildings and keeping her Senior Editor's pencils well sharpened. Tracy likes Steely Dan and Kurt Vonnegut. She spends her spare time swimming, writing children's stories, slam dancing, and keeping the wolves from the door.

Tracy Mayor

Sheila Wright

SHEILA WRIGHT joined Microcomputing magazine in August of this year as Assistant Editor. Sheila is responsible for the

Continued on Page 5

From Page 4

"New Products" and "New Software" sections of the magazine, in addition to editing the "Software Review" column. Originally from Burlington, Massachusetts, Sheila moved to Peterborough after graduating from Wheaton College this spring where she majored in government and studio art. In her spare time Sheila enjoys running, skiing, painting, and drawing.

Jill Hall

JILL HALL joined Wayne Green, Inc. as an Administrative Assistant for Microcomputing in September of this year. Jill is responsible for keeping the magazine staff organized, as well as handling submissions, article proposals, author correspondence, and some light accounting. Her dream is to travel across the United States, but for now Jill enjoys all the time she can get with her two children, horseback riding, and motorcycle riding.

From Page 1

CW Brazil

Eric Hippeau, who is also CW Communications' Regional Director for South America, reports that Computerworld/Argentina, our fortnightly publication for the Argentinian computer community, will complete its first year in operation well ahead of its business plan. Publication Manager, RUBEN ARGENTO, and his team have conquered over half of all computer advertising in that market and are looking forward to an excellent 1984.

DataNews

Abicomp e SBC denunciam pressões contra a reserva

From Page 1

Intech Conference

was brought in for the standing room only crowd. Dr. John McQuillan's "Strategic Planning" was the most popular session, closely followed by Mike Hammer's "PC Management" and Ken Thurber's "Local Area Networks." Ed Horrell, last fall's IDC Executive Conference luncheon speaker, rounded out the Tutorials with "CBX Technology." The Tutorial attend-

From Page 5

ees were treated to a CMG-sponsored reception immediately following their all-day sessions.

The conference was officially kicked off on Tuesday morning by Edmund Fitzgerald, President of Northern Telecom, with a multi-media presentation that would have been right at home at EPCOT. After the opening presentation, attendees broke off to follow the tracks of their particular interests. All 300 attendees enjoyed what had been affectionately referred to as "the best of CMG" with 50 sessions covering office automation, personal computing, MIS management, and communications. BILL LEITCH, CMG's President, functioned as Master of Ceremonies for the conference.

Bob Harrar, President of National Trade Productions, sponsors of INTECH '83; John Diebold, Chairman of the Diebold Group; and Bill Leitch, President of CW Conference Management Group at INTECH '83.

INTECH '83 appeared to be more than just a popular draw for the attendees. It was one of the few conferences on record in which all the speakers showed up and a great number of them stayed throughout to attend other sessions. The most popular session was a featured vendor panel Chaired by MARCIA BLUMENTHAL, Editor of the CW Buyer's Guides. Vice Presidents from DEC, Wang, DG, and Datapoint presented their corporations' views on integrating the technologies of office automation, data processing, and communications. Right on the heels of this session was the keynote address given by the renowned industry expert, John Diebold, Chairman of the Diebold Group. ANN DOOLEY, Editor of Computerworld OA, chaired the most popular of the afternoon sessions, "OA Implementation-Case Studies."

WILL ZACHMANN, Vice President of IDC's Corporate Research, was voted the overall best speaker of the conference chairing a session entitled "Microprocessor Impact on Systems and Uses." Three of the comments from a speaker evaluation are: "If this speaker can be included in the future sessions--do so," "excellent presentation, very knowledgeable speaker," and "excellent integration forecasting."

INTECH '83 was sponsored by National Trade Productions of Washington, D.C. CW/CMG was responsible for the forum program of INTECH, including all phases of progam definition, topics, speaker selection and recruitment, and on-site registration and management. CWCI's Direct Marketing and Promotion Departments prepared the national advertising for the show including ads in CWCI publications.

INTECH '84 will be held next year in Dallas during October.

People

Congratulations to GYPSY ZABOROSKIE on her recent appointment as Photo Editor at InfoWorld. Gypsy has most recently been Special Projects Coordinator for InfoWorld's Production Department and has wide-ranging experience as a photographer, office and information manager, and gallery manager and researcher.

Congratulations to PATRICIA POUPAERT, Editor-in-Chief of Le Monde Informatique in France, on the recent birth of twins, Maxime and Charles.

New employees

Welcome aboard to JUDY SPAVOLD, IDG's new Receptionist. Judy is a 1981 graduate of Aquinas Junior College in Milton, Mass., and previously worked as a secretary for E.M. Adams Company in Medfield. In her spare time, Judy enjoys swimming. She lives in Bellingham with her dog, Holly.

Welcome to DEBORAH BRANSCUM, new Copy Editor at InfoWorld. Deborah comes to InfoWorld with experience as a fact-checker, researcher, and reporter for organizations like Harcourt Brace Jovanovich, Mother Jones, and the Lodi Life & Times.

IDC is pleased to announce the appointment of JOHN WANAMAKER as Senior MIS Consultant in the Professional Services Group. As Senior MIS Consultant, John will work closely to support IDC's user client service activities and will assist in formulating new products and services for user clients. John brings to IDC a wealth of experience in the data processing industry. For seven years he has been engaged as an independent consultant specializing in planning, control, and development of systems and standards for EDP organizations. Prior to establishing his own consulting practice, John served as Corporate Director of Management Information for GenRad, and as Systems Manager for Polaroid Corporation. Welcome to IDC, John!

Welcome aboard to VINCE LEONE, newly appointed Copy Editor at InfoWorld. Vince comes to InfoWorld with experience as a writer and researcher in such far-flung places as New Mexico, Vermont, and Belize, Central America.

Etcetera

CW Publikationen, our publishing company in Munich, Germany has a new telephone number: 38172-0. CW Publikationen publishes Computerwoche, PC Welt, and MicroComputerwelt.

Please be advised that we now have two Judy Kramers in the IDG family: JUDY KRAMER, CW Editorial (part-time copy desk); and JUDY KRAMER, IDC Corporate Services.

Continued on Page 8

From Page 7

IDC Norway, located at Sandviksvn. 12, Post Box 222, 1322 Hovik, Norway, now has a telex machine. Their telex number is (856) 76593.

Anniversaries

One-Year Anniversaries

Jayne Boyer-Sturtevant, PCW
David Bunnell, PCW
Alice Longley, CWCI
Jacqueline Poitier, PCW
David Wiggins, PCW
Cheryl Woodard, PCW

Two-Year Anniversary

Sheryl Merchant, CWCI

Three-Year Anniversaries

Francois X. Chaussonniere, LMI
Beatrice Couperie, LMI

Four-Year Anniversaries

Janice Bugden, CWCI
Judy Frost, IDC
Trish Jaffarian, IDC

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OFFICE CLERK

IDG is currently seeking an individual to file and perform other miscellaneous duties in the accounting department. The position involves working a five-day, 30-hour week. Times are flexible. Some office experience preferred, but not necessary.

We offer company-paid medical, dental, life and disability insurance as well as an attractive profit sharing program. Interested candidates should contact Debbie Sobin at 875-5000, x410 for an interview.

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Volume 13, Number 40 Week of November 14, 1983

InfoWorld's New Format

InfoWorld changed its format from a tabloid to an 8-1/2 by 11 inch glossy magazine when it published Volume 5, Issue 44, dated October 31, 1983.

The new format contains six major sections which, according to Editor STEWART ALSOP, reflect the six basic areas of concern for microcomputer users. "Opinions" reflects readers' opinions and thoughts about computers, "This Week"

Continued on Page 4

Micro Verden, A Monthly, Debuts

Micro verden
Nr 1 2 november 1983 kr. 950
Mød Apples Lisa
– du glemmer alt om vejledninger og computersprog...
Vi tester Digitals Rainbow
– Computeren der klarer
Vi ser på Elektr
Hvad kan
Sensation hos Hewlett Packard
Læs DIN egen COMPUTER
– et spændende 16 siders indlæg i Micro Verden...

Micro Verden, a monthly magazine for desktop computer users in Denmark, was launched in October by Computerworld Danmark A/S.

The new publication will have 25,000 copies distributed by subscriptions and newsstands, bookstores, and computer shops in Denmark.

PREBEN ENGELL, Publisher of the new magazine, noted that Micro Verden is being very enthusiastically received among personal

Continued on Page 5

Spotlight

IDC Scandinavia

The IDC Team

DAVID ROUSE, General Manager of IDC Scandinavia, started the company three years ago with the assistance of his wife, ANNE (who was un-paid), on their dining room table (or was it the other way around?). David found IBM too restrictive and looked for a company at the peak of the industry -- IDC -- then and now!

David's and IDC Scandinavia's stories are one of success. This week, the IDG Update looks at the company David has built in Copenhagen.

Today IDC Scandinavia is a thriving entity with a clearly identified mission -- to provide information services to the information industry in the four countries which make up the Nordic region: Denmark, Sweden, Norway, and Finland.

Local Services — First Priority

Their first priority is to provide a service to the local industry in the style which best supports the short- and medium-term objectives of both clients

Continued on Page 3

From Page 2

and prospects operating in these four relatively small and differing countries. Only a handful of vendors are engaged on an international level; the majority must survive and prosper within the constraints of population, geography, and product definition, none of which the vendors are much able to alter or impact.

Adapt, Create, Package

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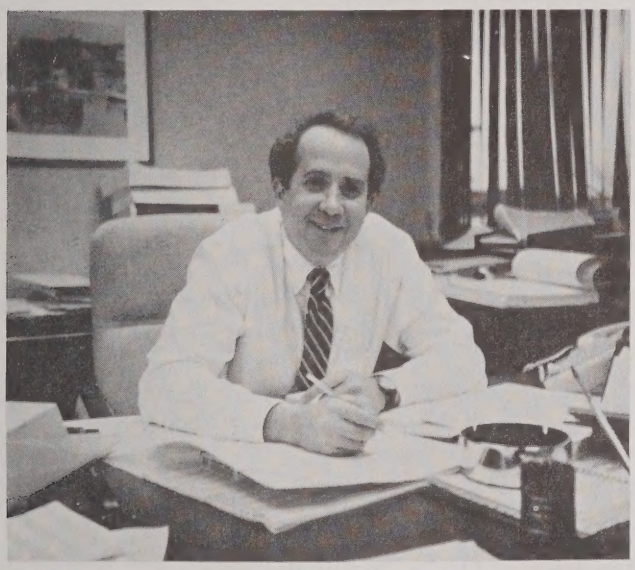

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Volume 13, Number 40 Week of November 14, 1983

InfoWorld's New Format

InfoWorld changed its format from a tabloid to an 8-1/2 by 11 inch glossy magazine when it published Volume 5, Issue 44, dated October 31, 1983.

The new format contains six major sections which, according to Editor STEWART ALSOP, reflect the six basic areas of concern for microcomputer users. "Opinions" reflects readers' opinions and thoughts about computers, "This Week"

Continued on Page 4

Micro Verden A Monthly, Debuts

Micro Verden, a monthly magazine for desktop computer users in Denmark, was launched in October by Computerworld Danmark A/S.

The new publication will have 25,000 copies distributed by subscriptions and newsstands, bookstores, and computer shops in Denmark.

PREBEN ENGELL, Publisher of the new magazine, noted that Micro Verden is being very enthusiastically received among personal

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Spotlight

IDC Scandinavia

The IDC Team

DAVID ROUSE, General Manager of IDC Scandinavia, started the company three years ago with the assistance of his wife, ANNE (who was un-paid), on their dining room table (or was it the other way around?). David found IBM too restrictive and looked for a company at the peak of the industry -- IDC -- then and now!

David's and IDC Scandinavia's stories are one of success. This week, the IDG Update looks at the company David has built in Copenhagen.

Today IDC Scandinavia is a thriving entity with a clearly identified mission -- to provide information services to the information industry in the four countries which make up the Nordic region: Denmark, Sweden, Norway, and Finland.

Local Services — First Priority

Their first priority is to provide a service to the local industry in the style which best supports the short- and medium-term objectives of both clients

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From Page 2

and prospects operating in these four relatively small and differing countries. Only a handful of vendors are engaged on an international level; the majority must survive and prosper within the constraints of population, geography, and product definition, none of which the vendors are much able to alter or impact.

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Volume 13, Number 38 Week of October 31, 1983

Asia Computerworld Announced

CW Communications/Inc.'s newest subsidiary, Asia Computerworld Pte. Ltd., located in Singapore, will launch The Asian Computerworld this coming February to serve the rapidly growing computer market in Southeast Asia.

The Asian Computerworld will be a twice-monthly tabloid newspaper serving management and technical professionals, computer users, computer industry executives, and educators and consultants. Initial circulation will be 10,000 copies covering Singapore, Malaysia, Thailand, Indonesia, Hong Kong, and the Philippines.

COMPUTERWORLD
THE NEWSWEEKLY FOR THE COMPUTER COMMUNITY

PAT MCGOVERN met with ALAN POWER, CWCI Regional Manager Asia/Pacific, in Singapore recently to approve final launch plans for The Asian Computerworld and also to draft a plan for a personal computer magazine for the region to be launched next year.

They met with DAVID NAIDU, recently appointed Managing Director of Asia Computerworld Proprietary Limited. Naidu is an accomplished publication and marketing communications executive with experience in publishing, broadcasting, and advertising agency management in Singapore.

Pat McGovern commented, "We are happy to welcome The Asian Computerworld to the CWCI family. Southeast Asia is one of the fastest growing markets in the world for computer systems. It is also becoming a prominent supplier of systems peripherals and software for the booming microcomputer field. We are pleased to be able to service the information needs of the computer community in this dynamic region. We are also pleased to have David Naidu as our Managing Director. He is a very accomplished and well-respected businessman in the region with a fine record of business leadership."

Asia Computerworld Pte. Ltd. is located at:

11/08-11/10 Goldhill Plaza, Newton Road, 1130 Singapore. Telephone: 250-444 Telex: (786) 37357.

Spotlight

CWCI's Typesetting Group

It has been nearly five years since CAROL POLACK, Typesetting Manager, joined the CWCI ranks as a typesetter, and during that time she has witnessed quite a bit of change within the company and within the Typesetting Department itself. Come and gone now are the days when the classified advertisements for Computerworld and Computer Business News would be set on an old and very dated IBM Selectric mag tape machine (which required physically changing type fonts for a different choice of typeface) or when Lee Vidmer might be found sitting next to her in a pinch pounding the keys on a Quadex floppy disk-based system keyboard in order to get out an issue of Computerworld.

These days, Carol sits back and enjoys the "ease" of production whereby all of classified advertisements are keyed into the Atex system by that department, and the workload associated with the daily issues of Computerworld and ISO World is shared by staff writers, copy desk personnel, and typesetting. Granted, the number of pages per issue have doubled and tripled over the course of the five years Carol has been "hittin' the keys" at CWCI, and she claims it was only a means of survival to pass the Quadex system along to InfoWorld and install the Atex system at CWCI.

The duties of the CW Communications typesetting staff are numerous and varied. A typical day can consist of disk error 4's, trans BS errors, illegal font, OL halt, etc., etc. Aside from all of these technical terms, they do manage to process enough copy to fill a typical 100 to 200-page issue of Computerworld, in addition to copy for Office Automation, Computerworld Buyer's Guide, Micro MarketWorld, Computerworld On Communications, and Computerworld Extra!

CWCI's Typesetting Department (from left to right), Kim Adams, Carol Polack, Bev Wolff and Linda Grassby.

The staff also handles the typesetting requests for promotional work from Conference

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From Page 2

Management, Direct Marketing, Promotion, Circulation, and the Art Departments. This work runs the gamut from simple one-line codes to the very involved questionnaires, rate cards, market media facts newsletters, and house ads that appear in the various publications.

When asked what they do in their spare time, the staff replied, "W-h-h-a-a-t."

At present, Carol considers herself to be "tons of fun" (she and her husband, Terry, are anxiously awaiting the arrival of their first child in December) and is looking forward to: 1) this year's Christmas party, 2) maternity leave, and 3) next Spring's softball season ("Just you try to kick me off the team again, you Swamp Rats!"). Carol is also "addicted" to aerobic exercise and is currently enrolled in an aerobics exercise class for pregnant women.

KIM ADAMS started her typesetting career at a night school class. She joined CW Communications in February, 1980 with the typesetting group where she learned the fast-paced and constant deadline world of newspapers rapidly.

Prior to CWCI, Kim lived in Tewksbury with her parents and worked for Compugraphic Corporation were she learned about typesetting and thought she might enjoy it. She currently lives in Framingham and is planning on getting married next July.

Born in Kansas, Kim enojoys taking driving trips every other summer to Kansas to visit her relatives. In her spare time, Kim enjoys painting and just relaxing.

BEVERLY WOLFF joned the Typesetting Department at CWCI in August of 1981 as a contract typesetter. After years of being a full-time mom, she decided to hang up her apron and become a full-time employee in January of this year.

Beverly had a variety of typesetting positions prior to coming to CWCI. She has worked for such publications as "The Apparel Retailer," "The Greek Sunday News," and "The Towne Crier."

A native of Boston (she grew up in Mattapan), Beverly now lives in Framingham with her husband, Bob, and three lovely children. Besides spending private moments with her family, her interests include long walks with her children and playing tennis.

LINDA GRASSBY joined the Typesetting Department of CWCI in January, 1983. Prior to her arrival at CWCI, she was employed for three years at the Marlboro Enterprise as their primary ad setter. From 1972 to 1979 Linda was the proprietor of her own typesetting business, Byrd's Cage Graphics, located in Arlington and Marlboro. Her career in the wild and often wacky world of typesetting began in 1969 at McLean Hospital in Belmont, Mass., which is a private psychiatric hospital.

Being a typesetter has been a challenging and rewarding job

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for Linda, especially when she sees the end result of her endeavors in print. She was born in Marlboro, Mass., where she presently resides with her father and their cat, Benjamin. Linda enjoys travelling when the golden opportunity arises, and being with her friends and family.

People

Congratulations to DAVID SCHISSLER of Wayne Green, Inc. who was promoted to Director of Marketing and Sales. Prior to the recent promotion, Dave served as Director of Advertising since 1982. He joined Wayne Green, Inc. in July of 1981 as a writer and sales representative for Selling Micros, a former Wayne Green, Inc. trade publication.

Dave is a member of the Eastern Ski Writers Association, and since 1981 has contributed articles to Sportstyle and Ski Racing magazines, and columns to Skiing Trade News, The Monadnock Ledger, and The Goffstown News.

A graduate of Franklin Pierce College in Rindge, New Hampshire with a B.A. in English, Dave lives with his wife and son in Peterborough.

Congratulations to DENISE LA SALA on her recent promotion as Personnel Manager for Wayne Green, Inc. In this position, Denise will be responsible for recruitment and screening of applicants. She will also perform job-related counseling and act as a mediator in the event of labor disputes.

Prior to her recent promotion, Denise served as Credit Manager/Assistant Personnel Manager for Wayne Green, Inc.

Before joining Wayne Green, Inc. in November, 1982, Denise served as Vice President of the family-owned and operated La Sala Land Company of Peterborough, New Hampshire. Past experience also includes the duties of assistant credit manager for Anthonsen and Kimmel, a retail firm in New York City.

A native of New York City, Denise is a graduate of the International Tumminelli School of Gardone Riviera, Italy, where she received the Italian equivalent of a B.S. in Science. While a first year law student at the University of Padova, she transferred to Fordham University where she received a B.S. in Political Science.

Congratulations to BILL SELL, Publisher of the IDG Update, who was married to Kristen Leary on October 8th in Meriden, Connecticut. Bill and Kristen have just returned from a honeymoon to Nova Scotia, and we all wish them much good luck and happiness.

New employees

Welcome to FRANCIE BENEDICT, IDG's new member of the CW Accounts Receivable Department.

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From Page 4

Francie has a background in accounts receivable from L.B. Darling Company in Southboro (a division of Idlewild Farm).

Francie attends Dean Junior College majoring in computer science, is a member of the Hopkinton Art Association and the Blackstone Valley Art Association, and often participates in local craft fairs. She lives in Bellingham with her husband and two children.

ART SHIELDS, ISO World National Sales Manager, has announced the appointment of ELIZABETH PACHECO to the position of Regional Sales Manager for ISO World in the Atlanta CWCI sales office.

With the company for over three years, Liz started in the circulation department and progressed to the position of Assistant to the Publisher with ISO World.

Welcome to MIKE KELLEHER to the CWCI Newtonville Sales team. Mike's background represents a blend of advertising sales, computer instruction, and hands-on computer operations -- all valuable ingredients to help him succeed in his new role as a CWCI representative.

Mike joins us from the sales staff of Technical Publishing's Plant Engineering Directory, an annual serving the interest of the industrial and factory marketplace. Prior to his publishing experience, Mike worked as an Assistant Manager in the Computer Center of the Blue Hills Regional Vocational School. While at Blue Hills Vocational, he also served as an instructor of Computer Sciences.

Mike lives in Duxbury with his wife and five children. Welcome aboard, Mike!

Computerworld's Northern Regional Sales staff recently announced the addition of JAYNE DONOVAN. Jayne joins CWCI from Ziff-Davis Publishing where she was the New England Representative for Data Sources. In that capacity, she became familiar with many of the accounts she will be working on with Computerworld.

Prior to Ziff-Davis, Jayne was the Associate Ad Manager of American Health Magazine based in New York City. Her experiences also include a sales position representing a chain of city and special interest publications such as Washington Magazine, Antique World, and World Business Weekly.

Welcome to CWCI, Jayne!

CWCI recently announced the appointment of RONALD MASTRO to the Northern Regional Sales Staff in the Newtonville Office. Ron started with CWCI on October 10th at the Info '83 Show in New York City. He comes to CWCI from Penton/IPC where he had been the New England District Manager on Production Engineering magazine for the past six years. Prior to his publishing experience, Ron spent several years in selling positions for both Burroughs and Olivetti, experience that will be of great value as he starts to learn the

Continued on Page 6

From Page 5

CW story. Ron will be moving to the Boston area from New York along with his wife and three daughters. Welcome to CWCI, Ron!

Anniversaries

One-Year Anniversary

Joanne Pellitier, CWCI

Six-Year Anniversary

Cheryl Veduccio, CWCI

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Publisher:
Bill Sell, IDG International Operations Coordinator
Production Assistance:
Carol Famosi
Jo-Ann O'Mara
Ann Baker
Typesetting:
Carol Polack
CWCI Typesetting Department
Design Consultant:
Tom Monahan
CWCI Art Department

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Bill Sell, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 444; Telex: 95-1166 INTLDATAHQ FHM.

Classified

PHOTO EDITOR

InfoWorld's editorial department has an immediate opening for a Photo Editor in its Menlo Park, California offices. The Photo Editor is a new position at InfoWorld. The person who fills the job will need to do a lot of groundwork and organizing to make it work. The Photo Editor will be responsible for researching and acquiring photographs of all kinds to support the magazine's news stories and regular columns and departments; maintaining regular contacts with daily newspapers, wire services, photo agencies, public relations people, universities, and other organizations capable of supplying photos; and maintaining an internal photo file. This position reports to the Design Director. We are looking for someone with a fairly unique combination of experience in both photography and research or information management. Interested people should contact Claudia Steenberg-Majewski of InfoWorld at (415) 328-4602, x201.

PROMOTIONAL COPYWRITER

IDC is seeking an experienced copywriter to produce a variety of promotional materials. The ideal candidate will be a versatile writer who enjoys the challenge of diverse writing responsibilities, such as aggressive direct mail campaigns, sophisticated product brochures and sales literature, monthly promotional newsletters, press releases, and continuous mailings to our Fortune 500 client base. Candidates should have 3-5 years of promotional writing experience, preferably in the information processing industry, and a proven ability to churn out creative and effective written material on an ongoing basis. Interested candidates should send resume to IDC, Corporate Marketing, Department C, 5 Speen Street, Framingham, MA 01701, or call (617) 872-8200, x353.

ADVERTISING SALESPERSON

CWCI has an opening in Atlanta, Georgia for an Advertising Salesperson with ISO World. The position requires previous ad space experience and will involve considerable travel. To apply, please contact Liz Pacheco of CWCI at (617) 879-0700, x369.

COOKIES WITH THE DISTINCTIVE CHIP!

"The Cookie Experience" features cookies with white chocolate, Milky Way, and Heath Bar chips. The perfect gift for any occasion -- birthday, house gift, holiday treat. We suggest ordering a week in advance, but we'll gladly accept your holiday orders early! During this busy time of year, let us help you! The price is $4.00 for a dozen of fabulous cookies. Special holiday packaging is in the works. Please call Laurie Levin of IDC/Framingham at (617) 872-8200, x610, or evenings at (617) 875-1954.

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Volume 13, Number 37 Week of October 24, 1983

Micro/Info Premieres

Front pages of CWCI's two new publications in The Netherlands, *Micro/Info* and *Computerworld/Nederland*, are displayed at the press reception in Amsterdam. From left to right are Joop Witvoet, Luc Sala, Wilhelm Koole and Patrick McGovern.

The first issue of Micro/Info, the monthly magazine for personal computer users in The Netherlands, was given a warm welcome at a launch party on October 24th during the Comdex/Europe Show in Amsterdam.

Continued on Page 4

Spotlight

CW Publikationen Celebrates Record Month

In achieving record revenues of over $1 million in October, CW Publikationen, GmbH, CWCI's German subsidiary, made four notable achievements:

- Computerwoche, the German's leading computer news publication, carried over 750 pages in the month, a record for the publication now in its tenth year.

- Separately, Computerwoche Taglich, a daily newspaper for the Systems '83 Exposition in Munich, published a 132-page paper each of the four days of the Show, the largest show daily ever published in the computer field in Germany.

- MicroComputerwelt, CW Publikationen's monthly magazine for desktop computer users, had a 236-page issue, its largest ever.

- PC Welt, the monthly magazine for users of the IBM PC and compatibles, launched its first issue with 156 pages. It was the largest first issue ever of a computer publication in Germany. PC Welt was a big hit at Systems with 12,000 copies being sold during the Show week.

In addition, the team at CW Publikationen staged a birthday party for PC Welt at Lenbach Palast, Munich's most spectacular nightclub, where over 1,400 advertisers, prospects, and industry leaders came to celebrate the birth of the bright new publication ... and sang and danced until 2:00 in the morning!

PAT MCGOVERN broke a PC Welt birthday balloon which released over 100 small balloons into the crowd, each containing a slip redeemable for an ice pack the following day. Pat also extended his congratulations to the energetic team at CW Publikationen on their impressive accomplishments.

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From Page 2

PC WELT
Das Computer-Magazin für "IBM" PCs & Kompatible
Wie kompatibel sind die Kompatiblen?
PC Spricht Mainframe
Textverarbeitung mit Ihrem PC
Der IBM PC: Das Mehr oder Dinge? Für den IBM PC

The outside of the Lenbach Palast nighclub was festively decorated the night of the PC Welt launch party.

Eckhard Utpadel welcomes guests to PC Welt's birthday party.

ECKHARD UTPADEL, General Manager of CW Publikationen, noted with a smile that at its current rate of growth the German company could equal the size of the U.S. business today in a couple of years.

PC Welt will have 50,000 copies distributed each month by subscription, computer stores, bookstores, and newsstands in Germany, Austria, and eastern Switzerland.

The "Miracle Five" relax for a moment after laying-out, pasting-up, and preparing for press over 1,500 magazine and newspaper pages in October for CW Publikationen editions. From left to right they are: Zvonimir Lepusa, Ernst Seyfert, Helmut Steininger, Andreas Forth, and Heinz Zimmermann.

CW PUBLIKATIONEN

From Page 1

Micro/Info

Over 500 people attended the press conference and reception which inaugurated the magazine. PAT MCGOVERN, CWCI Chairman, pointed out that Micro/Info was the company's 44th computer publication, and that The Netherlands was the 18th country with a CWCI publication, and that Dutch becomes the 14th

language in which CWCI publishes. He said the market in Holland, consisting of 14 million people, was very active for personal computers with over 100,000 now installed and growth rates of over 40% a year.

WAYNE GREEN told the press conference that a microcomputer publication is a "market maker" allowing many new small businesses to form sell computer software, supplies and services directly to customers. He pointed out that in a publication such as 80 Micro over $35 million worth of products are bought directly through advertisements each month by readers of that microcomputer magazine.

LUC SALA, Launch Editor of Micro/Info, said the premiere issue exceeded expectations with 88 pages and over 25 pages of advertising.

20,000 copies of Micro/Info will be distributed each month in The Netherlands by subscriptions and computer stores, bookstores, and newsstands.

Also announced at the press conference was the publication schedule for Computerworld/Nederland, the new weekly Dutch language newspaper for career professionals in the area of computer management, operations and the computer industry. The first issue will appear in January, 1984 with regular weekly issues from mid-February. 15,000 copies will be distributed by subscriptions to the publication's target audience in The Netherlands and the Dutch-speaking parts of Belgium.

JOOP WITVOET, Managing Director of CW Communications, B.V., announced that Wilhelm Koole, a well-known Dutch journalist covering computers and office automation for the major business daily in The Netherlands, has accepted the position as Editor-in-Chief of Computerworld/Nederland.

CW Communications, B.V. is located at Van Eeghenstraat 84, 1071 GK Amsterdam, The Netherlands. Telephone: 020-646651. Telex: 18242.

Link Conducting Videotex Seminars

LINK Resources, Inc. will be conducting monthly videotex training seminars with new employees in the AT&T Consumer Products Division. BERNELL WRIGHT, MARTIN LANE, and MARK PLAKIAS conducted the first on-site session in late October.

LINK has added on Southwestern Bell as a new 3-service client in the telecom arena of clients. Other recent additions to LINK's impressive client list are Quazon and United Press International.

New employees

IDC announced the appointment of FRANK LOUGHLIN as Account Executive/Eastern Region. In this position, Frank's responsibilities will include the sale of IDC products in the Mid-Atlantic Region. Frank brings to IDC over 15 years of experience in the information processing industry. Most recently, Frank was a district sales manager with ICL, Ltd. Previous to ICL, he held sales management positions with Computer Devices, Microdata, ITT, and Honeywell. Welcome to IDC, Frank!

NANCY MORRISSEY has joined the telephone staff of IDC's Data Base Department as Administrative Assistant to DOT LANCILOTI, Staff Manager. Nancy has been on the phone staff as a part-time employee for several months and is now a full-time employee. Nancy was awarded her Bachelor of Science degree in Education from Fitchburg State College. Welcome to IDC, Nancy!

Congratulations to BARBARA BORGEL on her recent appointment as InfoWorld's Review Editor. Barbara will be working closely with IW's Technical Editor coordinating software and hardware reviews in the magazine's new format. Congratulations, Barbara!

Welcome to BARBARA GERK who recently joined InfoWorld's editorial staff as an Editorial Assistant. Barb holds an English degree from the University of California at Santa Barbara where she worked for one year in the advertising, production, and editorial departments of a local magazine, Nightlight. She is a native of Burlingame, California, and is happy to be able to pursue her publishing career in the Bay Area. Welcome aboard, Barb!

LINK recently announced the promotion of DOUG CUMMINGS to the position of Manager of Research Services. In this position Doug will assist Steve Sieck in monitoring the consistency, quality, and the timeliness of LINK research products. This major expansion of Doug's current role as Director of LINK's Inquiry Service will be reflected in his promotion to the position of Manager of Research Services. Congratulations on your new position, Doug!

Anniversaries

One-Year Anniversaries

Sandra Brown, IDC
Chris Eoff, IDC
Kim Lindeman, CWCI
Lynn Stevens, IW

Classified

SUPPORT/MAINTENANCE REP.

IDC has an opening for a Support/Maintenance Rep. for the new computer industry vendor file (Enterprise File). The role of the rep. will be to ensure that the data maintained in the file is as accurate and up-to-date as possible. This will be accomplished by on-going reviews of industry periodicals, press releases, and other sources available through IDC's library. Candidates must be well organized, detailed-oriented, and have the ability to work independently. To apply, please contact Mike Hovagimian of IDC at (617) 872-8200, x258.

RESEARCH ANALYST--SMALL SYSTEMS

This position will produce research for IDC's data processing and office automation user clients. Research covers both technical and managerial areas, focusing on small systems and office automation. A background in computer or office systems strongly preferred. Ability to understand information processing issues from the perspective of a large organization is critical. A Bachelor's degree, along with considerable facility in research methods, is required. Good writing skills are necessary. Please reply with a resume and brief writing sample to Tom Elliott, Director of Research, International Data Corporation, 5 Speen Street, P.O. Box 955, Framingham, MA 01701.

SYSTEM ANALYST/APPLICATION PROGRAMMER

IDC is looking for a professional to work in the MIS Department. You will be responsible for interfacing with users to design, develop, and implement new DP application systems, as well as maintaining existing systems. The qualified individual should have three years of COBOL programming experience, using IBM mainframe under DOS/VSE, a knowledge of CICS, DBMS, and UFO preferred. Good communication skills are a plus. Please send resume with salary requirements to Lois Green, IDC Data Processing, 46 Park Street, Framingham, MA 01701, or call (617) 872-8200, x300.

TYPESETTER

CWCI is seeking a trained typesetter with at least one year's experience for their busy trade book publication production department. Accurate typing skills a must, with a minimum of 60 wpm on the keyboard. Responsibilities will include daily inputting of manuscript material, tabular material, line corrections, and eventual work with advertising design and promotional pieces. We will providing training on the Atex system. Interested candidates should send resumes, including salary requirements, to Carol Polack, Typesetting Manager, CW Communications/ Inc., 375 Cochituate Road, Box 880, Framingham, MA 01701.

CIRCULATION SECRETARY

CWCI has an immediate opening for a Secretary in the Circulation Department. Primary responsibilities will include typing, filing, telephone contact, and performing a variety of secretarial duties for several individuals. The ideal candidate should have at least one year of office experience, type 50 wpm, and possess good oral and written communication skills. To apply, please send a resume or detailed letter to Maureen Burke, CW Communications/Inc., P.O. Box 880, 375 Cochituate Road, Framingham, MA 01701.

RIDE WANTED

Ride wanted from Ashland Fruit Street (Fafard condos) to CWCI, 375 Cochituate Road, Framingham. Will share expenses. Please call Celeste Harmon of CWCI at (617) 879-0700, x464.

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Publisher:
Bill Sell, IDG International Operations Coordinator
Production Assistance:
Carol Famosi
Jo-Ann O'Mara
Ann Baker
Typesetting:
Carol Polack
CWCI Typesetting Department
Design Consultant:
Tom Monahan
CWCI Art Department

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Volume 13, Number 36 Week of October 17, 1983

PersoCom World Launched in Japan

PersoCom World, a monthly magazine for personal computer users in Japan, was launched by CWCI's Japanese subsidiary last week at the Data Show in Tokyo.

The first issue of the slick magazine, with over 100 pages of text and advertisements, was

enthusiastically received by the over 50,000 attendees at the show and by Japan's booming microcomputer hardware and software industry.

Initial circulation of PersoCom World will be 50,000 copies by subscriptions, computer stores, bookstores, and newsstands.

According to KEN OHTOMO, Publication Manager of PersoCom World, the new magazine will focus on serving the needs of managers and professional personnel using desktop computers and executive workstations. The Advertising Manager of the publication is NORIHARU NAKADA, and the Director of Sales is MICHIAKI KINOSHITA.

PAT MCGOVERN, CWCI's Chairman who was in Tokyo for the publication's introduction, noted that there are now over one million business and professional desktop computers in Japan, and the number is increasing by over 50% per year. "Although there are now 8 other magazines in the personal computer field in Japan, we believe the editorial quality of PersoCom World, reinforced by our worldwide information network derived from our 22 personal computer publications in

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From Page 1

15 countries, will permit PersoCom World to become the leader in its field," said Pat.

PersoCom World, published by Computerworld Japan, Inc., is located at 1-7-4 Shintomi, Chou-ku, Tokyo 104, Japan.

Etcetera

Would You Hire You? Rate Yourself. . .

As an employee, are your ways with work more winning than sinning? To find out, read the following dozen questions and circle the yes and no replies honestly:

(yes)(no) 1. When things go wrong, do I take my share of the blame? (Some people never goof, for they either have a good alibi or they blame somebody else.)

(yes)(no) 2. Am I always -- barring illness or accident -- on the job on time and ready to work? (The person who is seldom on time is one who must be watched or the work scheduled will not be completed.)

(yes)(no) 3. Can my boss depend on me to come through in a crisis? (Everyone knows the person with a "what's-in-it-for-me" attitude or a "I don't do any more than I'm paid to do" policy.)

(yes)(no) 4. Do I pay careful attention to personal hygiene? (At work, one should neither smell like a rose nor like a locker room after a football game.)

(yes)(no) 5. Is my clothing appropriate for the job? (The femme fatale on the assembly line or in the office is as out of place as is the surgeon performing an operation with grimy hands.)

(yes)(no) 6. Am I courteous to the boss as well as to my co-workers? ("Please" and "thank you" as well as consideration for others help make working conditions more pleasant.)

(yes)(no) 7. Am I a friendly person? (Too many people reserve their sweet smiles and cordial greetings for their superiors and completely ignore the janitor and the newly hired clerk.)

(yes)(no) 8. Can I control my temper? (Things do go wrong, but some remain calm, helpful while others fly off the handle and reveal their personal likes, dislikes, and prejudices.)

- ***Do I take my share of blame?***
- ***Can I control my temper?***
- ***Am I courteous to others?***

(yes)(no) 9. Do I take good care of my working area and the equipment entrusted to me? (Though there are common sense safety practices and good housekeeping rules, there are office workers who let files accumulate on their desks and shop people who hammer with a wrench.)

(yes)(no) 10. Do I repeat gossip? (Wherever there are people, there are rumors. And the older the rumor, the greater its alteration.)

Continued on Page 3

From Page 2

(yes)(no) 11. Am I in good physical health? (Good diet, appropriate exercise, and sufficient sleep are musts for everyone who doesn't want his or her family to collect that life insurance prematurely.)

(yes)(no) 12. Do I realize that I represent the entire organization when I deal with an outsider either on the phone or in person? (All employees probably realize this, but outsiders judge by one stupid comment or act.)

Now, rate yourself. Give yourself two points for every 'yes' circled and deduct one point for every 'no.'

If you scored a perfect 24 or even 20, either recheck your answers or get measured for a halo! You're probably too good to be true!

But if your score was 15-18, you are a definite asset to your group. A score of 6-12 is about average. Below 6? You need professional help . . .

Article courtesy of Jeannette Bowden, Editor, The Bay Liner, Atlanta & St. Andrews Railway Company, Panama City, Florida.

People

Congratulations to DEBBIE SOBIN who was recently promoted to Accounting Supervisor of IDG. Debbie will spend the next several months becoming more familiar with the various job functions in the department. In January she will assume the day-to-day management of the Accounting Department. Good luck in your new position, Debbie!

Congratulations to PAT SINERVO who was recently promoted to Associate Editor of InfoWorld. Pat's new duties will focus on editing and rewriting stories for different sections of InfoWorld's new format. Pat has been with InfoWorld nearly 3 years and has been instrumental in making much of the paper's contributed material read as though the writer knew how to write. Good luck in your new position, Pat!

InfoWorld recently announced the promotion of TANYA KUCAK to Associate Editor. Tanya's new duties will focus on editing and rewriting stories for different sections in InfoWorld's new format. Tanya has been with InfoWorld for 1-1/2 years and has played a major role in ensuring that the paper got to the printer on time looking like and reading like a professional publication. Congratulations on your promotion, Tanya!

LINK is pleased to announce the promotion of STEVE SIECK to Director of Research. Starting four years ago as a researcher in the EIP group, Steve has made a major contribution to EIP's growth into the largest revenue producing program at LINK Resources. In his new role, Steve will be responsible for all written research activities. Congratulations, Steve!

Congratulations to LAURA SINGER who was recently promoted to Chief Copy Editor at InfoWorld. In her new position Laura will be responsible for keeping

Continued on Page 4

From Page 3

track of the flow of copy between editorial and typesetting and production, for setting the style for the magazine, and for supervising the copy-editing staff. Laura has been with InfoWorld for 10 months and has been instrumental in getting the copy prepared for publication. Congratulations, Laura!

InfoWorld's new Technical Editor is RORY O'CONNOR. Rory, formerly a senior writer in ISO World's West Coast Office, will be responsible for InfoWorld's review process and the software and hardware sections. Welcome to InfoWorld, Rory!

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Anniversaries

Two-Year Anniversaries

Roberta Cook, CWCI
Maureen Diodati, CWCI
Sheryl Heaney, IW
Ellen Markoff, IW
Jerry Todd, IDC

Three-Year Anniversary

Susan Guilfoil, CWCI

Four-Year Anniversary

Dave Moschella, IDC

Five-Year Anniversary

Jane Desberg, CWCI

Eight-Year Anniversary

Gary Vantine, IDC

Classified

SENIOR RESEARCH ANALYST--INFORMATION SYSTEMS

IDC seeks a Senior Market Research Analyst/Information Systems, responsible for research in the general-purpose processor industry, with emphasis on large systems. The ideal candidate will have a background in market research, preferably in an industrial context, although candidates with backgrounds in other research disciplines will be considered. Computer industry experience strongly preferred. A Bachelor's degree, along with considerable facility in research methods, is required. Good writing skills are necessary. Please reply with a resume and brief writing sample to Tom Elliott, Director of Research, International Data Corporation, 5 Speen Street, P.O. Box 955, Framingham, MA 01701.

TECHNICAL EDITOR

The Editorial Department of Wayne Green, Inc. is looking for a Technical Editor for their publication, 73 Magazine. Candidates must have excellent writing and reporting skills, as well as Advanced or Extra Class ham radio license. Knowledge of microcomputers helpful. Interested parties should contact Denise of Wayne Green, Inc. at (603) 924-9471, x105.

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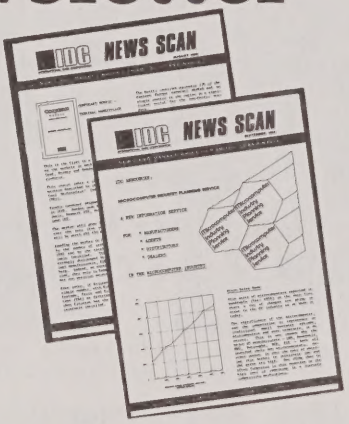
Volume 13, Number 35 Week of October 10, 1983

News Scan: IDC Scandinavia's Marketing Newsletter

IDC Scandinavia in Denmark has developed an aggressive marketing campaign for the Nordic countries. Among the various brochures and other marketing information is a monthly newsletter, NEWS SCAN, published under the direction of LISBETH NILSSON, Manager of Marketing Services. Lisbeth, during a recent visit to the IDC and IDG U.S. offices, described NEWS SCAN as a "simple but a very effective tool. NEWS SCAN details all of the new products of IDC from around the world." NEWS SCAN copies are available by contacting Lisbeth Nilsson at IDC Scandinavia, Nybrogade 24, DK-1203, Copenhagen K, Denmark.



IDC Scandinavia

LINK recently announced the establishment of a new research support unit to be under the direction of FERN LIPSHITZ. This unit will provide the data gathering and statistical back-up to LINK's research group and will be the driving force for greater progress on LINK's electronic database. With this support, the research group will now be able to place greater emphasis on the analytical nature of LINK's research products.

Spotlight

Executive Conference

Our Executive Conferences have become "special events" in the industry. IDC produces two high-level conferences each year, and LINK has developed a program with U.S. and European conferences.

Both IDC and LINK have recently held conferences covering a wide variety of topics, from business communications to new electronic media.

International Data Corporation's Fall Executive Conference

IDC's 14th Fall Executive Conference was held September 25 to 28 at the Hotel del Coronado in San Diego, California. Richard E. Wiley of Kirkland & Ellis was scheduled to give the keynote address on "New Markets, New Opportunities." Due to a scheduling conflict, Mr. Wiley was unable to appear in person but participated by way of a teleconference from Washington. BILL LEITCH, Conference Chairman, moderated a discussion on access charges and provided hands-on exposure to our attendees of the new telecommunications technology available today. Mr. Wiley, a former Federal Communications Commission Chairman, is also the General Chairman of Communication Networks, the annual telecommunications conference and exposition sponsored by the CW Conference Management Group.

Among other notable speakers were: Robert Bennis, Director, Telecommunications at Westinghouse; Dr. Dixon Doll, President of the DMW Group; Allen Rehert, Director of Marketing, NET1000-American Bell/AIS.

Executive Conferences feature well-know speakers from the computer industry. The September conference in San Diego was well-attended, with over 325 people listening to a variety of presentations on business communications.

CHARLIE ROBBINS, Program Manager of IDC's Communications Industry Research, chaired a panel called, "Paying the Bill: User Telecom Economics in the 1980s."

PAULA KENNEDY of the CW Conference Management Group assisted Bill Leitch in developing and running the conference.

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From Page 2

In addition to providing influential speakers on a variety of hot industry topics, IDC Executive Conferences are known for their activities. The most recent conference featured a carnival theme. According to LAURA GREENFIELD, IDC Marketing Manager, the carnival featured "about 10 game booths, jugglers, a man on stilts, and a clown. It provided a chance for attendees to participate in an activity and interact with other attendees." Carnival-type food was also provided. Over 325 people attended the September conference.

KEIICHI MAESATO, Research Consultant with IDC Japan, LAURA GREENFIELD, one of the conference clowns, and TRISH BERTUZZI of the IDC Sales Department.

Earlier this year IDC sponsored a conference on "Office Systems for the 80s: Integration and the Bottom Line." The conference was held at the Innisbrook Resort in Florida. The special event was a "M.A.S.H. Bash," including a mess tent and U.S. Army drill instructors. According to JOE LEVY, IDC Vice President/Marketing, "The group was treated to a barbecue dinner in a mess kit, of course. We also arranged for a band to play music from the 50s, 60s, and 70s, with fireworks, and the IDC logo in flashing lights."

LINK

A SUBSIDIARY OF INTERNATIONAL DATA CORPORATION

LINK Resources Corporation held their day and a half Executive Conference immediately following IDC at the Hotel del Coronado. Entitled "Armchair Access -- The Media Wars Begin," the conference drew about 100 attendees.

JOE LEVY, IDC VP/Marketing, with DIANE TESTA and LAURA GREENFIELD of the IDC Marketing Department.

According to the Link Letter newsletter, "Orwell was wrong. The 1984 New Media industry is about interactive new products/services driven by users - not Big Brother" (referring to the book, 1984 by George Orwell).

Among key LINK executives who spoke at the conference were BERNELL WRIGHT, GARY OZANICH, STEVEN SIECK, and MARK PLAKIAS. HAINES GAFFNER, President of Link, gave the opening and closing remarks.

Link examines new product introduction for personal computers, low-end/executive terminal products, and competing and complementary delivery channels.

People

InfoWorld recently announced the appointment of MIKE LOWE as Managing Editor for InfoWorld. For the past five years Mike has been Managing Editor at CBN and ISO World (soon to be Micro World). Before that, he worked in various editorial and production jobs at The Real Paper, The Hartford Courant, The Wall Street Journal, and other newspapers. Mike will be starting at InfoWorld in early November. Welcome to InfoWorld, Mike, and good luck on your new position.

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Anniversaries

One-Year Anniversary

Gary Ozanich, LR

Four-Year Anniversary

Lloyd Cohen, IDC

Six-Year Anniversary

Tim Scannell, CWCI

Seven-Year Anniversary

Barbara VanScoyoc, CWCI

Etcetera

CW Communications, B.V., publishers of Computerworld/Nederland and Micro/Info, have moved to:

Van Eeghenstraat 84
1071 GK Amsterdam
The Netherlands

Telex: 18242
Phone: CW/Benelux 020-646651
Editorial 020-646426
Micro/Info 020-645818

CW Publikationen, our publishing company in Munich, Germany, has a new telephone number: 381782-0. CW Publikationen publishes Computerwoche and Microcomputerwelt.

IDC Benelux in Amsterdam has a new telex number:

11833 (IDC NL)

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Volume 13, Number 34 Week of October 3, 1983

Terminals Buyer's Guide Released

The second CW Buyer's Guide has been completed and is on our readers' desks. Terminals and peripherals are the topics of this issue which is just under 500 pages in length.

"We developed a transportation theme with drawings from the Old West," said MARCIA BLUMENTHAL, Editor of the Buyer's Guide magazine section.

"This Buyer's Guide focuses on terminals, printers, disk drives, and other peripheral equipment. We have in-depth articles on the various product categories. People need to know about these areas to make intelligent purchasing decisions," said Marcia. The magazine also looks at some futuristic issues.

According to KEVIN MCPHERSON, Product Manager for the Computerworld Buyer's Guides, over 6,000 products are listed and 800 vendors described. "This Guide, just as our first issue two months ago, has been well accepted by the industry. Our next Guide on software is due out in early December."

Special thanks are in order to the CWCI Production Department, the IDC Enterprise and Data Processing Departments, and the entire CW Buyer's Guides staff for their fine work and dedication in preparing this publication.

Spotlight

InfoWorld's New Home

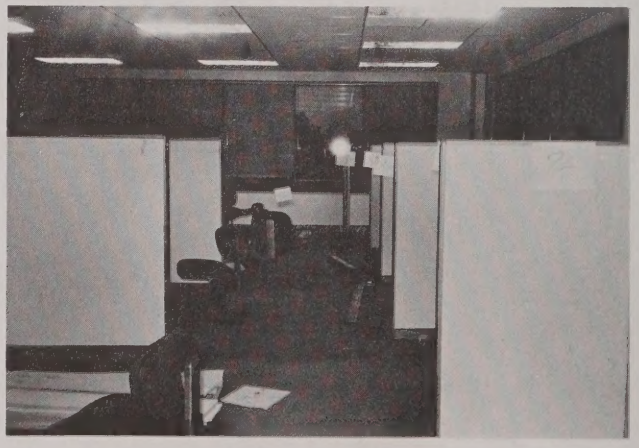
During the first weekend in October, InfoWorld moved its headquarters from downtown Palo Alto to the Menlo Office Park in Menlo Park, California. The new site is located only four and a half miles northeast of the old one -- but they are world's apart in atmosphere. In Palo Alto, InfoWorld shared the third floor of the Bank of America building with several other companies. The new InfoWorld offices cover the entire second floor of a two-story building.

InfoWorld's new headquarters is located on the second floor -- just across the bridge and enter!

The CW and ISO World West Coast bureaus share IW's glass-enclosed headquarters. This cohabitation is a first for these three groups on the West Coast, and is proving to be more convenient and efficient for everyone involved.

Arline Sorenson, InfoWorld's receptionist, always greets visitors with her lovely smile. Recently Marion Kibbee and Mike Lowe visited IW and stopped for a chat at the reception desk.

Although the new building is not yet complete, InfoWorld staffers are so happy to have more space, new offices, and a soon-to-be new format, that they are practically floating above it all!



Chairs, panels, and lots of building blocks. Two days before the move -- at least there would be someplace to sit!

Continued on Page 3

From Page 2

The unpacking had hardly been finished when the phones started to ring and Barbara Gerk began answering readers' inquiries.

On the weekend of the big move, InfoWorld held an "open house" for employees, family, friends, and local software and hardware reviewers. While the staff unpacked and made their offices "homey," visitors played computer games and viewed the new Atex system. A delicious lunch was served on the first floor terrace where a party-like atmosphere prevailed as everyone enjoyed a leisurely meal and soaked up the warm California sunshine. As opposed to the more urban Palo Alto office, the Menlo Office Park buildings are surrounded by velvety grass carpets dimpled with sparkling ponds.

Tom Pfau (third from left) and some visiting Atex employees discuss the system's merits.

InfoWorld's new address is:

InfoWorld
1060 Marsh Road, Suite C-200
Menlo Park, CA 94025
(415) 328-4602

People

CWCI recently announced that DIANE SUKEY has accepted the position of Secretary/Assistant to the National Sales Director and the Marketing Support Manager in Framingham. In her new position, Diane's support work will involve working closely with the regional offices, as well as with advertising and several other departments internally. Diane has been with CWCI for 4 years and has just recently come to Framingham from the Newton Sales Office where she worked with the Northern Regional Manager, Sales Assistant, and 3 District Managers. Good luck on your new position, Diane!

InfoWorld recently announced the appointment of SAHNTA PANNUTI as Assistant Designer. Sahnta is one of InfoWorld's original staff members, having started with the Intelligent Machines Journal in 1978. She has been the paste-up supervisor since InfoWorld joined the CWCI empire in 1980, and has extensive experience as a graphic artist. As Assistant Designer, Sahnta will be responsible for helping the design director in all phases of formatting and refining InfoWorld's new design. Congratulations, Sahnta!

New employees

Welcome to BOB HOSKINS, InfoWorld's new Systems Manager. As Systems Manager, Bob will be responsible for the installation and continuing support of IW's new Atex system. Prior to joining InfoWorld, he was the Systems Support Specialist for the Peninsula Times Tribune in Palo Alto. Bob is a native of California and graduated from San Francisco State University. Welcome to InfoWorld, Bob!

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Anniversaries

One-Year Anniversaries

Ann-Marie Cuccaro, IDG
Honey Germagian, IDC

Two-Year Anniversary

Kathy Gow, CWCI

Three-Year Anniversaries

Patricia Gaudette, CWCI
Raylene Robinson, IDC

Classified

CIRCULATION SECRETARY

CWCI has an immediate opening for a Secretary in the Circulation Department. Primary responsibilities will include typing, filing, telephone contact, and performing a variety of secretarial duties for several individuals. The ideal candidate should have at least one year of office experience, type 50 wpm, and possess good oral and written communication skills. To apply, please send a resume or detailed letter to Maureen Burke, CW Communications/Inc., P.O. Box 880, 375 Cochituate Road, Framingham, MA 01701.

ASSISTANT EDITOR

Wayne Green, Inc. is seeking an entry-level Assistant Editor with English or journalism background. Computer knowledge helpful, but not essential. Interested parties should contact Denise of Wayne Green, Inc. at (603) 924-9471, x105.

FULL-TIME DATA ENTRY

IDC's Data Processing Department is looking for a full-time data entry operator. Convenient downtown Framingham. Immediate opening. Minimum typing speed 50 wpm. If interested, please call Lois Green of IDC at (617) 872-8200, x300.

MARKETING COORDINATOR

IDC is seeking a Marketing Coordinator to implement all direct mail activity for its information products and services. The ideal candidate will have top-notch organizational and word processing skills in order to develop and maintain extensive prospect lists and carry out all related tasks in generating regular monthly mailings. Strong communications and interpersonal skills will be necessary as this function will be performed in coordination with the sales department and product management. This entry-level position is an excellent opportunity to become part of a dynamic department in a rapidly growing company. Interested candidates should send resumes to IDC, Marketing Department, 5 Speen Street, P.O. Box 955, Framingham, MA 01701.

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Volume 13, Number 33 Week of September 26, 1983

MICROWORLD New Name

On November 28, 1983, ISO World will become MICROWORLD, the name chosen from several hundred entries in the 4-1/2 month name contest. According to DEBORAH DE PEYSTER, ISO World Editor, "It's easy to say, memorable, different from our competitions' names, and most important, it says what we are all about as a publication: We report on and analyze the marketing and distribution of microcomputers."

MICROWORLD was the most popular name suggestion, with 61 entries. Other names were Micro Marketing World, MicroSales World, CRT World, Micro Marketing, VAR World, and I$O World. The most unusual suggestion was HAPAXLEGOMENONM.

John C. Merson, Marketing Vice President for the Computer Factory, Inc. in New York City was the winner, and he will receive the Compaq Computer on MICROWORLD's first day, opening day at the Comdex/Fall trade show, November 28th.

MICROWORLD
SERVING RESELLERS OF SMALL COMPUTER SYSTEMS & SOFTWARE NOVEMBER 28, 1983

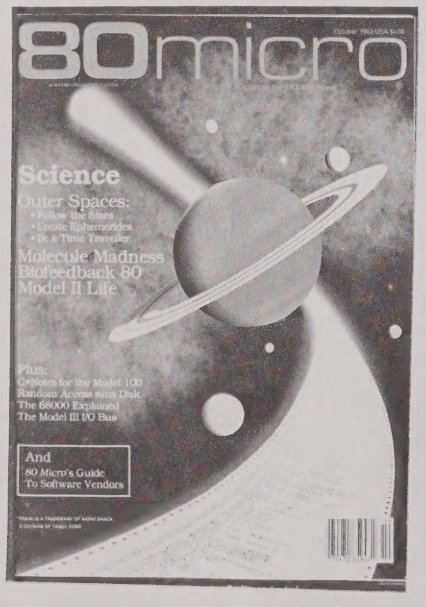
According to TOM CASALEGNO, CWCI Vice President and Publisher of ISO World, "The industry is quite excited about the name change. The biggest question is, 'What's it going to be?'"

Continued on Page 7

Spotlight

80-Micro

80 MICRO is the leading independent source of information on Radio Shack's TRS-80 microcomputers (with the exception of the Color Computer, which is the topic of another Wayne Green Inc. magazine, Hot CoCo): Models I/III/4 personal, II/12/16 business desktops, and the portable Model 100.



80 MICRO has a circulation in excess of 150,000 copies per month, and is read by an estimated 250,000 TRS-80 users. These are mostly professional and business people, a healthy number of whom are also hobbyists or avid amateur programmers and hardware builders. The preliminary results of 80 MICRO's latest random survey indicates that 89% of these readers user their TRS-80 for home or hobby, 66% as a business computer, and 38% in scientific or technical work. A whopping 77% write their own software.

Software is what 80 MICRO is all about. In its 350-odd pages per month, the magazine publishes over a dozen ready-to-type programs in a wide variety of applications (from business to graphics to education to games), tutorials, explanations of everything from hardware projects to programming techniques in various languages and at various expertise levels, and many utilities.

80 MICRO keeps avid computerists up-to-date on hardware, software, and peripherals via the New Product section, while the Review Section provides unbiased evaluations of these products. The News Section, while focusing on the Tandy Corporation, covers the entire microcomputer industry.

There are many other popular columns: Feedback Loop (answering readers' questions), Fun House (for young readers),

Continued on Page 3

From Page 2

Gamer's Cafe (for TRS-80 gamers), C Notes (tips and programs for the Model 100), and specific columns on Assembly language and the Model 16.

80 MICRO readers are active and loyal. They write many of the articles, rushing to share the latest program they've written or trick they've discovered. The Input column lets them air their views, while the Aid column allows them to ask each other's advice. The annual Young Programmers' Contest attracts a tremendous amount of entries, and software firms hope to score votes in the annual Readers' Choice Awards.

ERIC MALONEY, Editor-in-Chief of 80 MICRO, joined Wayne Green, Inc. in April, 1980 as a Copy Editor for MICROCOMPUTING. After making numerous contributions to the success of that magazine, Eric was promoted to Managing Editor of 80 MICRO in early 1982.

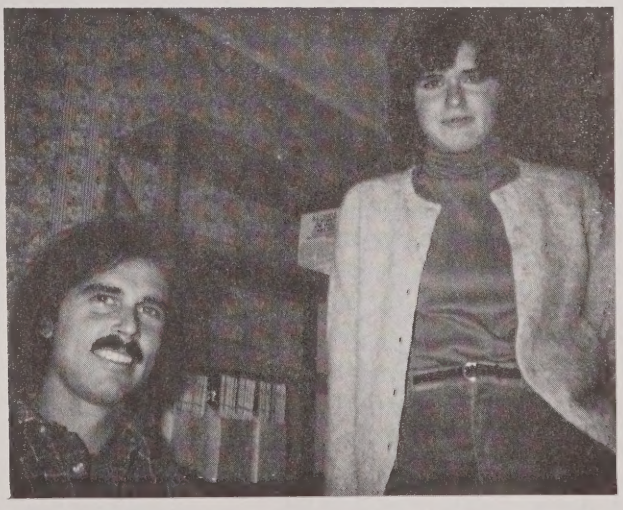
His current responsibilities as Editor-in-Chief, as Eric describes them, range from "opening the mail to telling everyone else what to do." He is also in the process of redesigning the magazine's interior.

Eric's interests include softball, volleyball, basketball, cross-country skiing, the TRS-80 Model II game Wormy, obscure (and not-so-obscure) record albums, and New Hampshire antiquities.

PETER MCKIE, Managing Editor, joined the 80 MICRO staff as a Senior Editor in February this year. In September, Peter was promoted to Managing Editor of Editorial, responsible for coordinating the flow of articles through the editorial department. He also edits many manuscripts himself.

During his spare time, Peter enjoys racquetball, sailing, and pushing his car around Peterborough.

Eric Malone



Peter McKie and Deborah Sargent

Continued on Page 4

From Page 3

DEBORAH SARGENT, Managing Editor, came to 80 MICRO as an Assistant Editor in July of 1982. This May, Deborah was promoted to Managing Editor of Production. In this capacity she guides 80 MICRO through all phases of the production process. In addition, she is responsible for ensuring that each editorial page is mistake-free before it is sent to the printer.

After work, Deborah often heads off to play basketball, softball, or volleyball. Sometimes she can be heard tap dancing late at night.

ERIC GREVSTAD, News Editor, came to 80 MICRO in September of 1982 as New Product Editor. In April, Eric was promoted to News Editor. His news section gives readers an overview of what's going on in the micro industry, focusing on Radio Shack but taking note of everything from Commodore price cuts to the Smithsonian's computer collection. Eric also contributes reviews and supervises "The Gamer's Cafe" column.

In his leisure hours, Eric enjoys reading nonfiction, Hawthorne, and "trashy paperbacks." Now retired after five years as a campus humor columnist, he's been threatening to write a novel since 1979.

LYNNE NADEAU, Review Editor, joined 80 MICRO in October, 1982 as an Assistant Editor. This April, Lynne was promoted to Review Editor. Her responsibilities include coordinating and editing all software, hardware, and book reviews for the magazine.

In her spare time, Lynne plays volleyball and cheers on the staff softball team. She especially enjoys reading "great and not-so-great works of literature."

Lynne Nadeau and ERic Grevstad

SUSAN GUBERNAT joined the 80 MICRO staff in June of this year. As an Assistant Editor, Susan edits manuscripts and assists the Managing Editor of Production. Susan also coordinates all special projects, including the authors' newsletter, the upcoming Young Programmer's Contest, a future series of pamphlets, and 80 MICRO books.

A published poet, Susan recently won the WordWorks Washington Prize and is a recipient of the New Jersey Arts Council Poetry Fellowship. A Woodrow Wilson fellow in Women's Studies, she is a doctoral candidate at Rutgers University. Susan enjoys concerts and theatregoing, bicycling, and reading.

Continued on Page 5

From Page 4

STEVE TOMAJCZYK, New Products Editor, came to 80 MICRO as an Assistant Editor in September, 1982. In April of this year, Steve was promoted to New Products Editor. In this capacity he sorts through some 300 press releases each month to find the new products of interest to 80 MICRO readers. Steve highlights the most unusual product of the month in the "Different Track" section of the column. He also edits the "Aid," "Debug," and "Feedback Loop" columns.

Steve is an avid writer. He has published several poems and reviews, and his first nonfiction book, dealing with training methods for competitive runners, will be released next year. Steve is presently training to earn a spot on the 1984 U.S. Olympic Team in the 800 meter run.

Steve Tomajczyk and Susan Gubernat

BEVE WOODBURY, Department Head, joined the 80 MICRO staff as a Technical Editor in January of this year. In March, Beve was promoted to Department Head of the Technical Department. She is responsible for organization and purchasing within the department, as well as the technical verification of articles and TRS-80 Model II conversions.

In addition to her work, Beve enjoys her family, needlework, gardening, birdwatching, and church activities.

Sitting: Amee Eisenberg; (l to r) Mare-Anne Jarvela, Beve Woodbury and Brad Dixon

BRAD DIXON joined the 80 MICRO staff as a Technical Editor in March of this year. Brad reviews manuscript and program submissions, and tests programs that have been accepted for publication. He also works closely with the editorial staff to ensure the technical accuracy of articles that will appear in the magazine. In addition, Brad coordinates the "C·Notes" section of 80 MICRO, which is devoted to Tandy's Model 100 portable computer.

Continued on Page 6

From Page 5

Brad enjoys spending time with his family, playing softball, cross-country skiing, and an occasional round of golf.

MARE-ANNE JARVELA came to 80 MICRO as a Technical Editor in February of this year. Mare-Anne tests, converts, and technically verifies programs to be published in the magazine. She is also responsible for responding to the technical questions asked by 80 MICRO readers, a function she describes as very rewarding.

Mare-Anne is a transplanted Swede who enjoys country living with her husband, son Jacob, and dog Oscar. Other interests include travel and outdoor recreation.

AMEE EISENBERG joined 80 MICRO as LOAD 80 Technical Director in March of this year. Amee's familiarity with cassette and disk production has contributed significantly to the success of LOAD 80 (the machine-readable version of selected 80 MICRO programs), and has led to the expansion of the magazine loader project to Hot CoCo magazine. Amee writes the monthly "Reload 80" column as part of her duties.

Her enthusiasm for skiing, board-sailing, softball, volleyball, and a dog named Bob keeps her out of trouble most of the time.

AMY CAMPBELL joined the 80 MICRO staff as an Assistant Editor in June of this year. Amy's main responsibilities involve whipping article and column material into shape, maintaining a master directory of TRS-80 and TRS-80 compatible products, and handling reader inquiries for information on published articles.

A utility infielder for the staff softball team, Amy's other fascinations include racquetball, basketball, biking, beer caps, bar codes, and Men Without Hats.

(l to r) Amy Campbell, Rob Mitchell, Carole Macioci and Steve Casey

STEVE CASEY, Assistant Editor and 80 MICRO's newest staff member, joined the magazine in September of this year. As Assistant Editor, Steve edits manuscripts, condenses reviews for The 80 MICRO Review Guide (an 80 MICRO book), and handles correspondence concerning article reprints.

An avid cyclist who lived near Boston before moving to New Hampshire, Steve says that the terrain is more hilly than he's used to. Besides bicycling, he likes to read and write poetry.

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From Page 6

ROB MITCHELL, Assistant Editor, joined the 80 MICRO staff in June of this year. Rob's duties as Assistant Editor include copy editing, handling reader correspondence, responding to article queries, and tabulating Reader's Choice ballots for this year's most popular software.

In his leisure time, Rob enjoys racquetball and tennis. He also writes articles for a local weekly newspaper.

CAROLE MACIOCI joined the 80 MICRO staff in September of 1982. Carole's job as Administrative Assistant involves keeping track of the whereabouts of all manuscripts, notifying authors when their articles have been accepted or rejected, and processing author payments and contracts.

Carole enjoys traveling, gardening, climbing Jaffrey, New Hampshire's Mt. Monadnock in the fall, and decorating her new condo.

From Page 1

MICROWORLD

SERVING RESELLERS OF SMALL COMPUTER SYSTEMS & SOFTWARE NOVEMBER 28, 1983

Tom said, "1983 has been the best year for the newspaper. Sales have doubled over last year with a tremendous upsurge in advertising and contracts. Typical of the kind of acceptance is the October 10th issue with 10 consecutive 4-color pages from Xerox Corp. Xerox has contracted 32 additional 4-color pages between October 10 and the year-end issue on December 12." Tom also said that there is a high possibility that the Comdex issue will be 200 pages. "We are also looking forward to one hell of an '84!"

Etcetera

Triple threat race car bomber, KIM VALLOCH, Editorial Assistant for the Computerworld Buyers Guides, drove to glory in the Powder Puff Derby at Thompson Speedway. The big event, Valloch's first race, was staged on Labor Day weekend in Thompson, Connecticut.

Valloch, decked out in the latest asbestos driving regalia, placed second in the event. Driving Car Number 27X for Lee Automotive in Dudley, MA, Valloch had the last start-

Continued on Page 8

From Page 7

ing position at the gate but as soon as the green flag went down, she was out like a champ, hot on the heels of the first place driver. Interviewed just after the six-lap race, Valloch said, "I'm not really competitive, but I really wanted to win that race." She also mumbled some unquotable remarks about the winner.

Look for Kim at Indianapolis next year. Janet Guthrie, watch out!

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Publisher:
Bill Sell, IDG International Operations Coordinator
Production Assistance:
Carol Famosi
Jo-Ann O'Mara
Ann Baker
Typesetting:
Carol Polack
CWCI Typesetting Department
Design Consultant:
Tom Monahan
CWCI Art Department

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Bill Sell, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 444; Telex: 95-1166 INTLDATAHQ FHM.

Anniversaries

Two-Year Anniversary

David Brown, IDC

Three-Year Anniversaries

Elizabeth Beleny, LR
Jeanne Burke, CWCI
Haines Gaffner, LR
Nina Kayem, LR
Daniel Miller, LR
Mark Plakias, LR
Steven Sieck, LR
Ken Wesley, LR
Steve Woit, IDG

Four-Year Anniversary

Diane Sukey, CWCI

Classified

SENIOR LEVEL EDITOR

ISO World is looking for a senior level editor. The person must have excellent writing and reporting skills, as well as a good understanding of the microcomputer industry. Anyone interested in the position should contact Debbie de Peyster, Editor, ISO World, 375 Cochituate Road, Framingham, MA 01701, or call (617) 879-0700, x318.

ENTRY LEVEL EDITOR

ISO World has an entry-level position open for an editor. The person must have had some experience as a daily newspaper reporter, but does not have to know the microcomputer industry. An interest in writing business news and features, and a desire to learn are essential. Those interested should contact Debbie de Peyster, Editor, ISO World, 375 Cochituate Road, Framingham, MA 01701 or call (617) 879-0700, x318.

PART-TIME POSITION

CWCI has an immediate part-time opening in its computer systems department for a person to assist in the preparation of information for an electronic library system. Using a text-editing terminal, you will be responsible for ensuring the accuracy and completeness of stories being sent to Mead Data Central each week. We need someone who is literate, extremely detail-oriented, and able to work independently. Although training on our equipment will be provided, you should already feel comfortable working on a keyboard. The job requires approximately 8 hours a week; we can allow a certain amount of flexibility to accommodate your schedule. Interested parties should contact Katrina Lee of CWCI in Framingham at (617) 879-0700, x567.

INTERNATIONAL DATA G... COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER
WORLD DO BRAZIL ... MARK ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD JAPAN ■ COMPUTER
WORLD MEXICO ... NAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ CW PUBLIKATIONEN GMBH

Inside IDG Update today:
An address listing for our U.S. offices

IDG UPDATE

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...DC IBERIA ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC SCANDINAVIA ■ INFOWORLD ■ INTERNATIONAL
...ORPORATION ■ IDG FRANCE/LE MONDE INFORMATIQUE ■ LINK RESOURCES ■ PC WORLD COMMUNICATIONS

Volume 13, Number 32 Week of September 19, 1983

IDC Sponsors Lunch for Computerworld

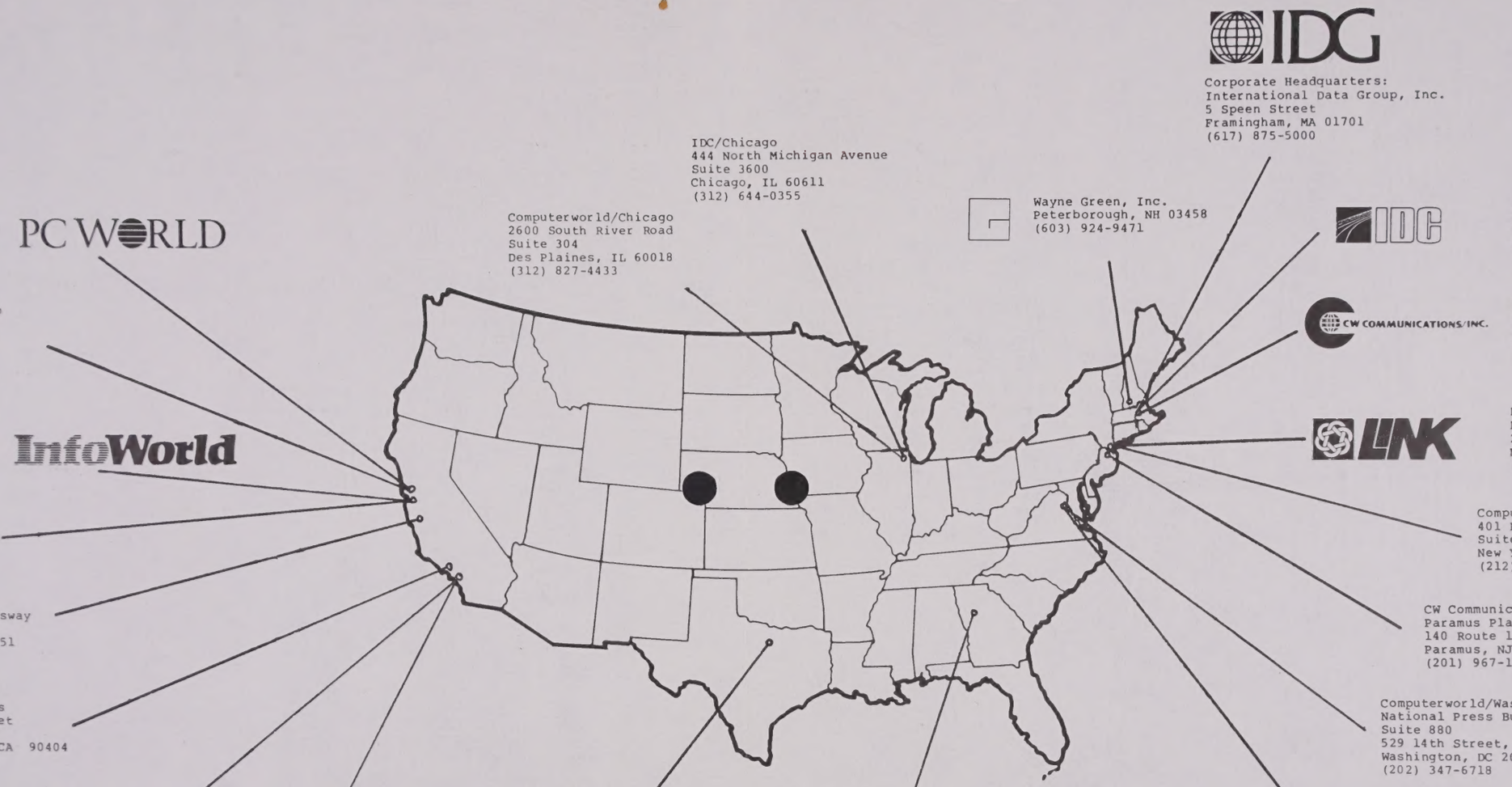
IDC Framingham sponsored a "get acquainted luncheon" for the Computerworld editorial department on Monday, September 12. LAURA GREENFIELD, IDC Manager, Marketing Services, described the gathering of 50 writers and researchers as a tremendous success. "It enabled IDC researchers and client service personnel to meet the Computerworld staff. It was a chance to attach faces to the names we see so often." The IDC Marketing Department produced brochures about IDC products and services, and a staff directory of experts available to the editorial group. Special thanks are in order to JOHN WHITMARSH, CWCI Vice President/Editorial and Editor of Computerworld, and JOE LEVY, IDC

JOE PIERCE, Information Systems Planning Service (IDC), with JOHN WHITMARSH, Editor, Computerworld, at the IDC/CW luncheon Monday, September 12.

Left to right are ANN DOOLEY, Editor, Computerworld on Office Automation; BRUCE HOARD, Editor, Computerworld on Communications; and JOE LEVY, IDC VP/Corporate Marketing. This was the first gathering of IDC research and client service people and the CW editorial department.

Continued on Page 3

International Data Group, Inc.
U.S. Office Listing



IDG

Corporate Headquarters:
International Data Group, Inc.
5 Speen Street
Framingham, MA 01701
(617) 875-5000

IDC/Chicago
444 North Michigan Avenue
Suite 3600
Chicago, IL 60611
(312) 644-0355

Computerworld/Chicago
2600 South River Road
Suite 304
Des Plaines, IL 60018
(312) 827-4433

Wayne Green, Inc.
Peterborough, NH 03458
(603) 924-9471

Headquarters:
PC World
PC World Communications, Inc.
555 De Haro Street
San Francisco, CA 94107
(415) 861-3861

PC WORLD

Computerworld/San Francisco
300 Broadway
Suite 20
San Francisco, CA 94133
(415) 421-7330

Headquarters:
InfoWorld
Popular Computing, Inc.
1060 Marsh Road
Suite C-200
Menlo Park, CA 94025
(415) 328-4602

InfoWorld

CW Communications/Inc.
1060 Marsh Road
Suite C-200
Menlo Park, CA 94025
(415) 328-8064

IDC/Santa Clara
1333 Lawrence Expressway
Suite 220
Santa Clara, CA 95051
(408) 244-5710

IDC/Los Angeles
1448 15th Street
Suite 101
Santa Monica, CA 90404
(213) 458-1681

ISO World/Los Angeles
18008 Sky Park Circle
Suite 244
Irvine, CA 92714
(714) 754-0187

Computerworld/Los Angeles
18008 Sky Park Circle
Suite 260
Irvine, CA 92714
(714) 556-6480

IDC/Dallas
5400 LBJ Freeway, Suite 200
1 Lincoln Centre
Dallas, TX 75240
(214) 991-1796

CW Communications/Inc.
1853 Peeler Road
Suite D
Atlanta, GA 30338
(404) 394-0758

IDC

Headquarters:
International Data Corporation
5 Speen Street, P.O. Box 955
Framingham, MA 01701
(617) 872-8200

CW COMMUNICATIONS/INC.

Headquarters:
CW Communications/Inc.
375 Cochituate Road, Box 880
Framingham, MA 01701
(617) 879-0700

LINK

Headquarters:
LINK Resources, Inc.
215 Park Avenue South
New York, NY 10003
(212) 473-5600

Computerworld/New York
401 East 80th Street
Suite 7G
New York, NY 10021
(212) 570-2135

CW Communications/ Inc.
Paramus Plaza I
140 Route 17, North
Paramus, NJ 07652
(201) 967-1350

Computerworld/Washington
National Press Building
Suite 880
529 14th Street, NW
Washington, DC 20045
(202) 347-6718

IDC/Washington
1500 Planning Research Drive
Suite 240
McLean, VA 22102
(703) 893-0833

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Revised September, 1983

From Page 1

IDC Lunch

Vice President/ Corporate Marketing, for their assistance in arranging this meeting. "Since the meeting was so well received, we are considering planning them on a quarterly basis. We both have valuable resources to offer each other . . . " said Laura.

Supplement Sets Record

IDC broke the record for largest advertising supplement with the October 3, 1983 issue of Fortune magazine. According to JOE LEVY, IDC Vice President/ Corporate Marketing, this supplement is 75 pages. IDC held the previous record, set earlier this year with 72 pages. The October 3rd issue is a review of office automation. Reprints are available by contacting DIANE TESTA, Executive Assistant, IDC Marketing, at (617) 872-8200, x275.

New employees

TISH WEBBER has joined the CWCI Atlanta office and functions as secretary/receptionist for JEFF MELNICK, District Manager, Computerworld, and PHIL SMITH, Regional Manager, ISO World. Tish staffs the office on a part-time basis and comes to us from Golf World magazine. A 1967 graduate of Marian Court Jr. College of Business, she has over 15 years of secretarial experience. Tish lives in Alpharetta with her husband, J. Michael Webber, and their son, Robert, 14. Tish keeps active in the community by working with the City Beautification Commission and the Governor's All Star Community Program. She is currently serving as president of the Alpharetta Jaycee Women and has recently been selected as a candidate for the Outstanding Young Women of America. Tish enjoys needlework, tole painting, the accordion and travel.

MARY CHAVES is Sales/Administrative Assistant at the ISO World home office in Framingham. A graduate of the University of Lowell with degrees in Music Composition, her TRIO has been published by Dorn Publications, 1982. She is an active member of several composer organizations including the International League of Women Composers and the College Music Society. A native of Framingham, Mary has given private lessons in piano, violin, and cello in the area for eight years. She lives in Millis with her husband, Yehia. After working hours, Mary is studying Arabic in anticipation of a visit to Egypt, her husband's homeland.

KYRA GOTTESMAN is Sales Coordinator/Editorial Assistant for the ISO World and Computerworld staff at the CWCI offices in Palo Alto, CA. She is a 1983 graduate of Mills College in Oakland, CA with a degree in Communications. Kyra won the Warner Brothers National Award in High School Investigative Journalism for an exclusive interview with Chip Carter during his father's presidential campaign. Kyra continued writing

Continued on Page 4

From Page 3

and worked on her college newspaper as a reporter, page editor, and chief editor. She has won several awards for her journalism pieces and short stories. In her free time Kyra continues to write fiction, attends rodeos and motorcycle races, and enjoys quilting and embroidery.

JO BEUERLEIN ROWE joined ISO World in March and is Regional Sales Manager in the New Jersey office. Jo brings over 12 years of successful selling to ISO World with considerable experience dealing with upper management at the large corporation. Her background includes a Bachelor of Science from Vanderbilt in Nashville. Her work experience includes both wholesale and retail management, with extensive personal and formal presentation skills to individuals and groups selling multiphasic health programs to large companies. During Jo's most recent employment she was one of 12 salespeople in the United States, but carried over 33% of her company's business nationwide. Jo lives in Manhattan.

JOHN S. LONG, Regional Manager for advertising in the Chicago office, is the most recent addition to the ISO World staff. John will be covering the Northern Midwest as well as the Pacific Northwest for ISO World. With over 16 years advertising sales experience, John has been calling on accounts and agencies in the Midwest for eight years for Editor & Publisher and Sporting Goods Dealer Magazine. John is a 1967 graduate of the University of Missouri with a degree in journalism. Upon graduation he joined the Advertising Division of the Chicago Tribune. John's interests include history, political science, and English and American literature. John and his wife, Marilyn, live in Chicago.

NITA ACKER has joined CWCI as Sales Coordinator/Administrative Assistant to JO BEUERLEIN ROWE at the ISO World Paramus, NJ office. Before coming to ISO World she was employed for 11 years by Manpower, Inc., a temporary agency. She worked primarily as a secretary and also has experience in sales, field marketing, customer relations, legal work, and demonstrations. In 1972 she helped her husband, Jack, set up his market research business. Nita is starting this new full-time career after raising four children: Jeanne, 23; Ed, 22; Nick, 21; and John 20. After working hours, Nita enjoys swimming, bowling, playing tennis, and going to the theatre.

Welcome to ROBERT BARTOLOTTA, newest member of Link Resource Corporation's inquiry staff. Bob comes to Link from Gainsville, Florida where he was a staff editor for the Electronic Text Center videotex training project at the University of Florida. Bob also graduated from the University in December, 1982. Good luck in your new position, Bob!

Welcome to SCOTT KOHNLE, newest member of the CWCI Framingham computer operations staff. Scott, a graduate of Sylvania Technical School, will perform

Continued on Page 6

From Page 4

database maintenance, trouble-shooting peripherals problems, and general system repairs on the Atex system. Scott will be working the 3-11 p.m. shift. Among his other interests are electronics and auto repair. Scott currently lives in Carlisle.

Anniversaries

One-Year Anniversaries

Larry Bishop, IDC
Diane Flis, IDC

Two-Year Anniversaries

Margaret Klein, CWCI
Debi Scaduto-Horn, CWCI
Art Shields, CWCI

Three-Year Anniversary

Jane Creighton, CWCI

Four-Year Anniversary

Ann Fallon, IDC

Five-Year Anniversaries

Dot Lanciloti, IDC
Dave Needle, IW

Seven-Year Anniversary

Marina Young, IDC

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Publisher:
Bill Sell, IDG International Operations Coordinator
Production Assistance:
Carol Famosi
Jo-Ann O'Mara
Ann Baker
Typesetting:
Carol Polack
CWCI Typesetting Department
Design Consultant:
Tom Monahan
CWCI Art Department

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Etcetera

Our IDC office in Italy moved recently. Their new address, telephone number and telex number is:

IDC Italia
Galleria Strasburgo 3
20122 Milan
Italy

Tel: (02) 796521
799151
790808

TX: 324403 CSUI

Le Monde Informatique has moved to the following address:

185, Avenue Charles De Gaulle
92200 Neuilly Sur Seine, France
Telephone: 758.14.14
Telex Remains: 613234F

INTERNATIONAL D... WORLD DO... WORLD M... ...N COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER ...ANMARK ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD JAPAN ■ COMPUTER ...MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ CW PUBLIKATIONEN GMBH

IDG UPDATE

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Volume 13, Number 31 Week of September 12, 1983

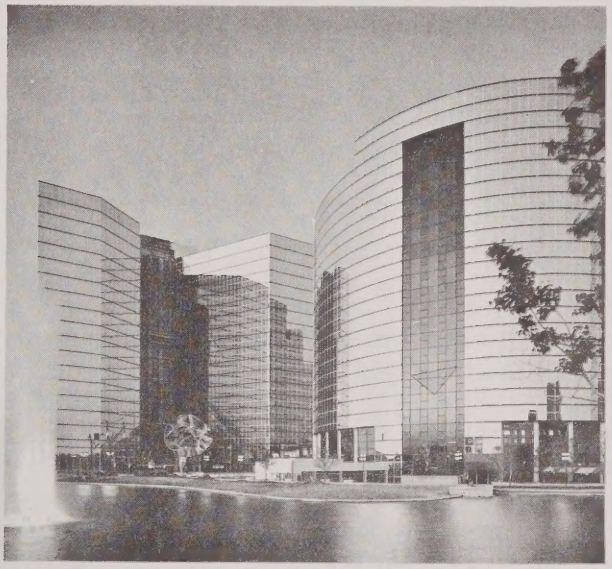
Inside IDG Update today:
Pacific Region Listing

Link Announces Entertainment Program

Premiering this month is Link Resources Corporation's newest product, Home Electronics/Entertainment Program. This new service will focus on home use of PCs, games, VCR, programming, home security, and cable television. This service expands upon the New Electronic Media (NEM) program which explores areas like cellular radio, electronic mail, paging, changing roles of telephone companies, and other enhanced services in the telecommunications marketplace. Link has also divided the current Videotex program into four modules which are: "Introduction to Videotex," "Videotex in the Office," "Industry Statistics and Structure," and the "Transactional Services Program."

LINK
A SUBSIDIARY OF INTERNATIONAL DATA CORPORATION

IDC's Dallas Sales Office

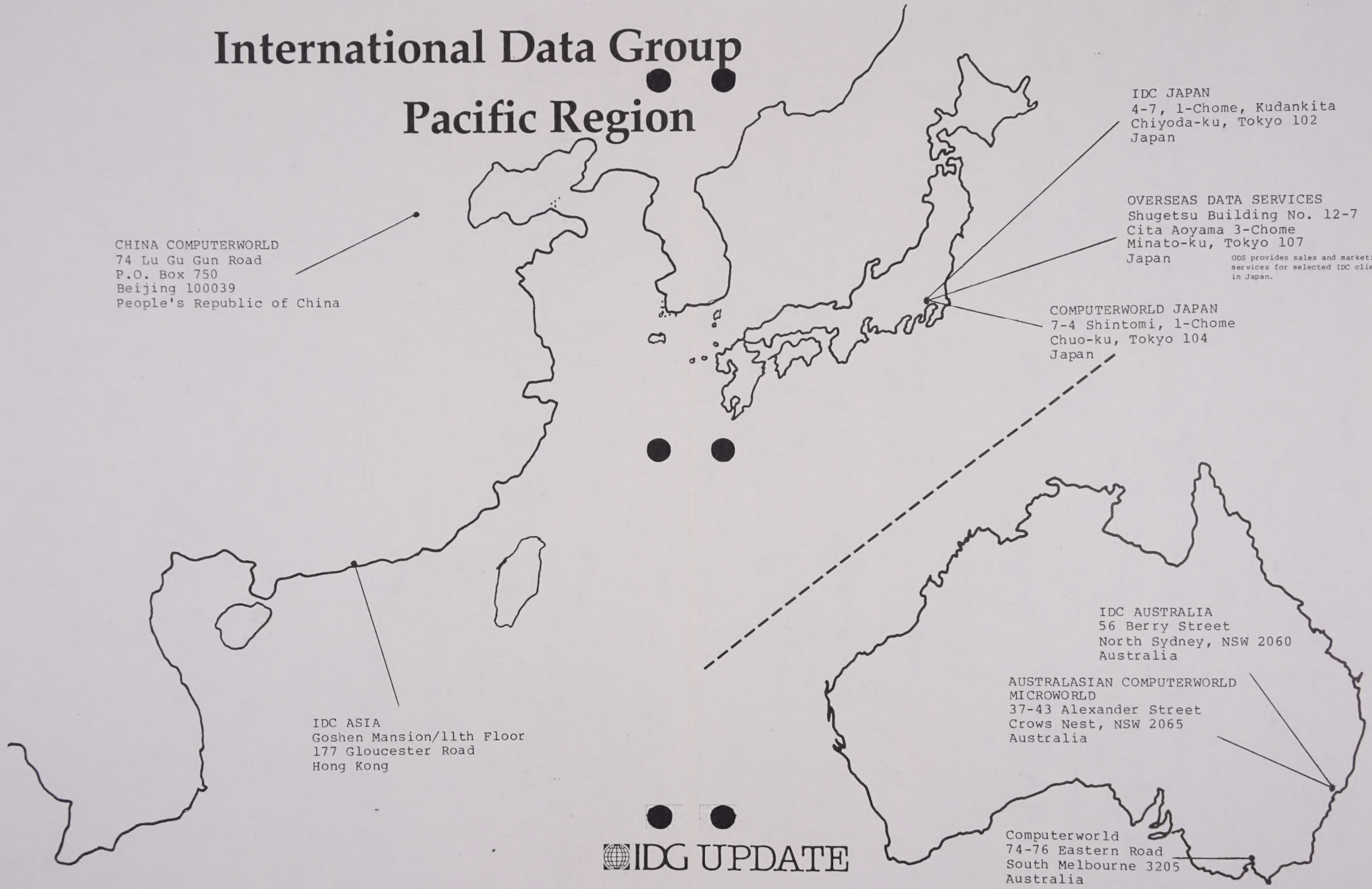


Lincoln Centre is the home of IDC's Dallas sales office. The 32 acre complex houses offices and a variety of other services. ROBERT FROST is Account Executive, Midwest Region, based in Dallas.

IDC opened their Dallas regional sales office in April, 1983 under the direction of ROBERT FROST, Account Executive, Midwest Region. The office, located in the prestigious Lincoln Centre complex, is actually an "executive suite." According to Robert, "I share a receptionist and office services with several other people. It's the perfect

Continued on Page 3

International Data Group
Pacific Region



CHINA COMPUTERWORLD
74 Lu Gu Gun Road
P.O. Box 750
Beijing 100039
People's Republic of China

IDC ASIA
Goshen Mansion/11th Floor
177 Gloucester Road
Hong Kong

IDC JAPAN
4-7, 1-Chome, Kudankita
Chiyoda-ku, Tokyo 102
Japan

OVERSEAS DATA SERVICES
Shugetsu Building No. 12-7
Cita Aoyama 3-Chome
Minato-ku, Tokyo 107
Japan

ODS provides sales and marketing services for selected IDC clients in Japan.

COMPUTERWORLD JAPAN
7-4 Shintomi, 1-Chome
Chuo-ku, Tokyo 104
Japan

IDC AUSTRALIA
56 Berry Street
North Sydney, NSW 2060
Australia

AUSTRALASIAN COMPUTERWORLD
MICROWORLD
37-43 Alexander Street
Crows Nest, NSW 2065
Australia

Computerworld
74-76 Eastern Road
South Melbourne 3205
Australia

IDG UPDATE

From Page 1

Dallas

setup for a branch or small sales office." IDC is currently building a library of IDC and Link research reports, data files, and newsletters to better serve our clients in the Midwest. Until now, clients would have to travel to either Los Angeles or Framingham to use our research material.

Robert joined IDC in March, 1983 and spent just under a month "in training" at the IDC Framingham location. Robert describes himself as "an endangered species -- there aren't too many native Dallasites left." Prior to International Data Corporation he served as Vice President of the Micrographics Division of Anacomp. Robert has also worked for a DEC OEM selling turn-key systems.

The Dallas sales district covers the southern half of the Midwest, in particular Texas, Missouri, Kansas, Oklahoma, Arkansas, Louisiana, Alabama, and Mississippi. Robert holds a Masters in Business Management from the University of Dallas.

The IDC/Dallas office can be reached at:

IDC/Dallas
5400 LBJ Freeway, Suite 200
1 Lincoln Centre
Dallas, TX 75240
(214) 991-1796

People

HAINES GAFFNER, President of Link Resources Corporation in New York City, has announced the promotion of DIANE GAMBLE to General Manager of Link. Haines said, "Diane is well qualified to assume this newly created position, having been with Link virtually from the beginning, starting in research. Diane has excelled over the years in Sales and Client Services, taking on increased levels of responsibilities." Diane will have broad authority in making the day-to-day operating decisions for Link. Reporting directly to her will be all research, client services, and sales departments. Congratulations, Diane!

LEE VIDMER, Senior Vice President/CWCI, has announced the appointment of JENNY CHARLESWORTH as Special Publications Administrator. In this new position Jenny will coordinate business decisions as they relate to CW/OA and CW on Communications. As Special Publications Administrator, Jenny will work very closely with the CW editors and salespeople to create the 1984 business plans, and attend to all budget details with production and circulation. Our best wishes to Jenny in her new position!

Congratulations to PHIL SMITH, recently promoted from District Manager to Regional Manager for ISO World advertising sales. ART SHIELDS, National Sales Manager for ISO World, announced the promotion and said, "Phil has transferred from our

Continued on Page 4

From Page 3

New Jersey office to Atlanta to open our new CWCI Sales Office there together with JEFF MELNICK of Computerworld."

Phil has been with the company for 15 months. According to Art, "Phil's cooperation and enthusiasm during the beginnings of ISO World are much appreciated, and his efforts are already beginning to impact the sales in the sizeable Southeastern states he handles."

New employees

RHONDA YOUNG became InfoWorld's Advertising Secretary on August 1st. She replaced her sister, Anqunette Flemmings, who was recently promoted to Office Services Coordinator. Rhonda previously worked in real estate. She is "the mommy of 2," and a self-described great quarterback. "In my mind I will grow here, staying with InfoWorld," she said enthusiastically.

PAT CARRINGTON got tired of playing bridge, so after being "retired" for 18 years, she reentered the work force as InfoWorld's Display Advertising Coordinator for the West Coast. Pat's job involves coordinating the work between clients, advertising representatives, and the Production Department. Her past experience includes stints in television advertising in Connecticut, New York, and Illinois.

Anniversaries

One-Year Anniversary

Rick LePage, CWCI
Barbara Wierzbicki, IW

Two-Year Anniversaries

Leah Dansby, IW
June Fettig, CWCI
Sheila Maguire, IDC

Three-Year Anniversary

Carol Audlee, CWCI

Four-Year Anniversary

Sandra Howard, IDC

Five-Year Anniversaries

Robert Kirchner, CWCI
Chris Lee, CWCI
Chris Smith, IDC

Tenth Anniversary

Celebrating her tenth anniversary with IDC is CAROL WEISZMANN, currently a member of IDC's Expert Services group at IDC in Framingham.

CAROL WEISZMANN and PATRICK MCGOVERN took the traditional limousine ride to Boston for lunch in celebration of Carol's anniversary. Carol is a member of the IDC Expert Services group in Framingham, MA.

Continued on Page 6

From Page 4

When Carol joined us in 1973 she was Associate Editor of the "Autotransaction Industry Report" newsletter. Around 1975 Carol was promoted to Managing Editor and in 1978 became its Editor.

In 1980 Carol joined the Software and Services Industry Program, one of the IDC Continuous Information Services. During 1982 she was promoted to Director of Research.

Carol is preparing the newest IDC newsletter "Software Watch" for its upcoming launch. Carol is also working on a major promotion campaign to be launched later this month. Other projects include writing the special advertising sections for Industry Week magazine. The first supplement, covering office automation, will appear on February 20, 1984. Several other sections covering the factory of the future, telecommunications and distributed processing are also planned for 1984.

IDG UPDATE

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Bill Sell, IDG International Operations Coordinator
Production Assistance:
Carol Famosi
Jo-Ann O'Mara
Ann Baker
Typesetting:
Carol Polack
CWCI Typesetting Department
Design Consultant:
Tom Monahan
CWCI Art Department

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Classified

SALES SECRETARY

IDC, a leading market research and consulting firm in the information processing industry, has an opening for a responsible, professional individual to assist the sales department. Duties will include typing (75 wpm), dictaphone, filing, copying, and other administrative functions. Knowledge of word processing a must. Position requires professionalism and energetic personality. To apply, please call Dorothy Ferriter at IDC (872-8200), or send resume to: International Data Corporation, Sales Department, 5 Speen Street, Framingham, MA 01701.

FOR SALE

One pair men's black ice skates, size 5. Can't use in Georgia! Like new, outgrown before worn out! $10 . . . will pay shipping. Contact Tish Webber at CW Atlanta Sales Office at (404) 394-0758.

FOR SALE

1980 Toyota Celica. Excellent condition, has sunroof, AM/FM cassette, extra wheels, tires, fog lamps, much more. Asking $6,400. Contact Gary Ciocci of Wayne Green, Inc. at (603) 924-9471, x115.

FOR SALE

1976 Subaru GF. Automatic, AM/FM stereo, front wheel drive. $1,000. Please call Carole Lerner of IDC Framingham at (617) 872-8200, x230.

WANTED

Wanted to buy -- tent trailer in good condition. Contact Dee Clark of IDC/Framingham at (617) 872-8200, x608.

FOR SALE

1975 Yamaha RD-250 motorcycle. 1,600 miles, mint condition. Best offer. Call Honey Germagian of IDC/Framingham at (617) 872-8200.

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IDG UPDATE

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Volume 13, Number 30 Week of September 5, 1983

WGI Launches New Magazine

Wayne Green, Inc. has announced the introduction of RUN, the magazine for VIC-20 and Commodore-64 personal computers. The magazine will debut in November, 1983. According to WGI, editorially, RUN will emphasize the fun of computing, while exploring the limitless computing possibilities inherent in the two systems.

WAYNE GREEN INC.

"The more things you learn to do with your computer, the more fun computing becomes. That's what RUN is all about," said Dennis Brisson, Managing Editor. Dennis is confident that the magazine will be well received in the marketplace. "The VIC-20 and the Commodore-64 are two of the best-selling microcomputers on the market, with hundreds of new owners every week," he noted. "We expect RUN to be highly popular and widely circulated in a very short period of time."

RUN's editorial staff is united in the belief that too many newcomers to microcomputing are intimidated by the computerese and technical babble associated with computers. RUN will publish reviews, tutorials, applications, programs, hints, and modifications written in a friendly, understandable manner that will keep readers entertained as well as informed. It will assist the new VIC-20/Commodore-64 owner in getting started with his micro, and help the more advanced user get more out of his system.

The premiere issue of RUN will feature a special review article examining the word processors available for the Commodore-64. The article will include an explanation of word processing basics, a glossary

Continued on Page 5

Spotlight

Wayne Green, Inc.

This week the IDG Update looks at the managers of Wayne Green, Inc.'s operations.

DEBRA WETHERBEE joined Wayne Green, Inc. in December, 1979 as Circulation Manager. She quickly obtained significant circulation increases for both 73, Amateur Radio's Technical Journal and Microcomputing, the two consumer magazines being published by the then small company.

Debra Wetherbee

Debra was promoted to Director of Marketing in June, 1981 and experienced similar successes. She was integral to the introductions of 80 Micro, the industry's first system-specific magazine, and Desktop Computing, the industry's first non-technical magazine for the desktop user.

In March, 1982 Debra was appointed General Manager, with responsibility for managing the operations of all divisions and subsidiaries. Wayne Green, Inc. has experienced its greatest growth during her tenure, including the introductions of inCider, Hot CoCo, and RUN magazines in 1983.

In May of this year Debra was named Vice President of Operations in addition to General Manager.

Although she claims that Wayne Green, Inc. is her hobby and only interest, Debra has been observed listening to classical music and partaking of great literature.

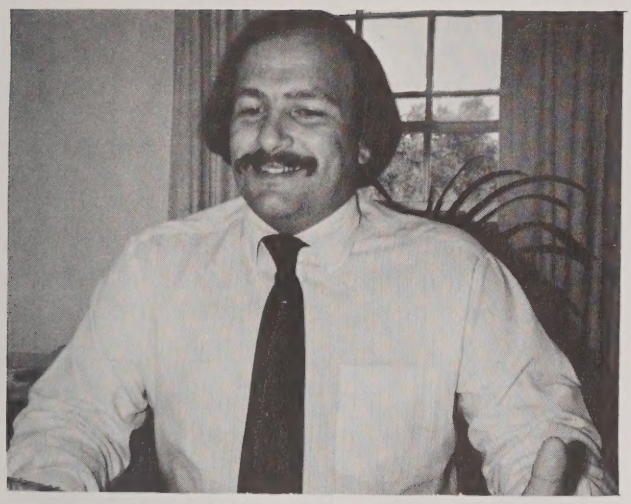
ROGER MURPHY joined Wayne Green, Inc. in March, 1982 as Controller, with responsibility for managing all financial affairs of the company.

Previously, Roger had served for two years as financial consultant to Argus Management Corporation of South Natick, Massachusetts, and for five years as Operations Manager and Accountant for RSL Distributors of Manchester, New Hampshire.

In May, 1983 Roger was named Vice President of Finance in addition to Controller.

Continued on Page 3

From Page 2



Roger Murphy

In his leisure hours, Roger enjoys a variety of athletics, notably racquetball and softball. He also enjoys gardening when he gets the chance.

NANCY SALMON joined Wayne Green, Inc. as Production Manager in July, 1980. Nancy is responsible for the scheduling

Nancy Salmon

of typesetting, proofreading, layout, pasteup, photography, and stripping of all magazines and advertisements. She is also the primary liaison with Cuneo Press, the Wayne Green, Inc. magazine printer.

Nancy's production staff consists of over forty "unflappable folks," as she likes to describe them.

When not working, Nancy enjoys gardening, cooking, and "living without a schedule."

Newly appointed Director of Marketing and Sales, DAVID SCHISSLER joined Wayne Green, Inc. in July, 1981 as a writer and sales representative for Selling Micros, a former Wayne Green, Inc. trade magazine.

Dave Schissler

David was promoted to Director of Advertising in April, 1982 where he took a department of seven people selling three magazines to its present size of 35 people selling six titles. He was closely involved in the launching of the three magazines, inCider, Hot CoCo and RUN.

Now, David is responsible for the direction of advertising sales, marketing, and circulation activities of all six magazines, as well as the management of personnel in these departments.

Continued on Page 4

From Page 3

When asked about his interests and hobbies, David replied, "Skiing, skiing, and more skiing. But when I can't be on skis, I settle for my 750cc BMW, canoeing, or just working in the yard."

Jeff DeTray

JEFF DETRAY joined Wayne Green, Inc. in January, 1978 as Manager of the fledgling book department (now Wayne Green Books). He produced books on both microcomputers and amateur radio, performing the editing, layout, and rough pasteup tasks.

In May, 1978 Jeff assumed the duties of Technical Editor for both of Wayne Green, Inc's magazines: 73, Amateur Radio's Technical Journal and Microcomputing. In this capacity he reviewed all article submissions, chose which to purchase, and verified the technical content.

Jeff was promoted to Editorial Manager in January, 1980 concurrent with the introduction of 80 Micro, the industry's first system-specific microcomputer magazine, which he had a tremendous hand in founding. Jeff helped turn this revolutionary magazine concept into a reality by finding the proper editors and initially guiding their actions.

Getting new magazines off on sound footing remains Jeff's favorite part of the job. In addition to 80 Micro, Desktop Computing, inCider, Hot CoCo, and RUN have all had the benefit of his editorial leadership. Jeff says that it gets easier each time, and that RUN, the forthcoming magazine for Commodore-64 and VIC-20 users, is having the smoothest start-up of any Wayne Green, Inc. magazine to date.

In addition to these activities, Jeff oversees the editorial departments of each of the six magazines. He makes himself constantly available to his managing editors, helping to solve problems, advising them on company policy, and acting as liaison with upper management.

Jeff has many hobbies and interests. Those which he feels merit mention are amateur radio (he has been a ham since 1967), computers, astronomy, watching road races, and reading science fiction.

CHRISTINE DESTREMPES joined Wayne Green, Inc. in November, 1982 as House Ad Coordinator, responsible for scheduling. Within six weeks she was promoted to Special Projects Coordinator, a position requiring design and production skills.

Continued on Page 5

From Page 4

Christine was promoted to Director of Design in February, 1983 and is responsible for the design, copy writing, and production of all magazine covers and promotional materials. She currently manages the activities of 12 designers and copywriters.

When not on the job, Christine spends her free time with Jesse, her ten-year-old son. She also enjoys reading and administering massage therapy, for which she is certified.

Christine Destrempes

Pam Esty

PAM ESTY joined Wayne Green, Inc. in July, 1982 as the Manager of the book division. She is responsible for the efficient operation of Wayne Green Books, including the coordination and supervision of the technical, editorial, marketing, design, and production departments within the division.

Under Pam's guidance, Wayne Green Books has experienced rapid growth and now publishes at least on book per month. She attributes this success to the team effort of her staff, the size of which has doubled since Pam's arrival.

In her leisure hours, Pam enjoys involvement in her rural community. She and her husband Larry have organized a youth group which they have run for the past five years. Pam also spends time sailing, gardening, and participating in winter sports.

From Page 1

New Magazine

of terms, a comparison chart, and a section on how to choose a word processor.

Other premiere issue features will include a variety of helpful programs for users to type in. Among these is "Disk-O-Vic," a utility that gives the disk owner 13 new commands. Another is "Fun With Math Facts," a program for the VIC-20 user whose children are beginning to learn simple mathematics.

"The Commodore-64 Memory Map" will provide the serious programmer with a detailed memory

Continued on Page 6

From Page 5

map of the computer, and includes many notes, comments, and descriptions of the various ROM routines and addresses.

Each month RUN will include many game programs that the reader can type in, reviews of commercially available games, reviews of the latest software and developments for the VIC-20 and Commodore-64 systems, and articles to help readers improve their own programming skills.

RUN will be published out of the Peterborough, New Hampshire offices of Wayne Green, Inc.

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Anniversaries

One-Year Anniversaries

Ann Bartolotti, CWCI
Frances Bourquin, IW
Jill Coletti, CWCI
Paul Gillin, CWCI
Bill Laberis, CWCI
Martha Rounds, IDC
Laura Smith, IDC

Two-Year Anniversaries

Newt Barrett, CWCI
Kevin McPherson, CWCI
Kathleen Speranza, CWCI

Four-Year Anniversary

Maureen Griffin, CWCI

Classified

To apply for any Direct Marketing position, please send your resume or a detailed letter to Gail Odeneal, Director of Direct Marketing, CW Communications/Inc.

PRINT/PRODUCTION COORDINATOR -- DIRECT MARKETING

You will be responsible for the printing and mail handling of more than ten million pieces a year. You will deal directly with printers to get the best service and lowest costs, and coordinate all scheduling with mail houses. You should have at least five years' experience in this area, know where the best suppliers are, and be able to work independently. Subscription promotion experience would be a big plus.

ACCOUNT EXECUTIVE -- DIRECT MARKETING

You will be working with one or more in-house clients in the planning and execution of successful direct marketing programs. You will deal directly with outside creative people and consultants, as well as in-house list and support people, in direct supervision of all aspects of the program. You should have at least three years' experience in relevant direct marketing functions, and you must have at least a working knowledge of either subscription promotion or the computer industry (both would be a plus).

ADMINISTRATIVE ASSISTANT -- DIRECT MARKETING

You will be involved in assisting our account executives and production people in the execution of complete direct marketing programs. Ability to handle many tasks at once without forgetting any details is essential. At least one year of direct marketing experience is required. We do not have time to train. You will be expected to step in and go right to work.

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Volume 13, Number 29 Week of August 29, 1983

First U.S. Buyer's Guide Released

The first U.S. Computerworld Buyer's Guide was released August 24th -- 240 pages strong. According to KEVIN MCPHERSON, Product Manager for the Buyer's Guide Series, this book was the end-result of

close to 20 months of development effort by both CW Communications and International Data Corporation. "The Buyer's Guide entries are all taken from IDC's newly created Enterprise File. This is the first jointly undertaken project of such a scale." The Enterprise File contains detailed information on over 12,000 manufacturing firms in the computer industry.

"Ease of use is one of our main features," said Kevin. "We broke the market up into sectors. This Guide contains information on four key computer system areas: mainframes, superminis, minis, and small business systems and micros. We also provide a price index to make better comparisons and a vendor product index."

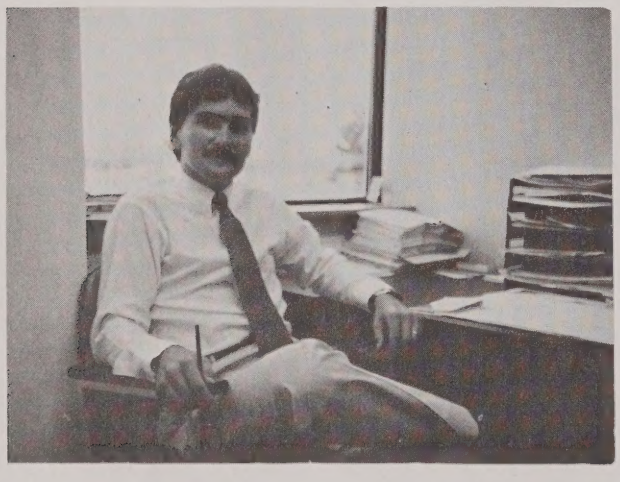
The Computerworld Buyer's Guides also contain a separate editorial section under the direction of MARCIA BLUMENTHAL. Called a "book within the book," the Magazine section features several solicited articles from Computerworld and free-lance writers on computer systems. Each Buyer's Guide will feature the Magazine section, and each will deal with that particular Guide's topics. The Magazine tries to set up a projection of trends and user profiles, and the Computerworld

Continued on Page 4

Spotlight

IDC Enterprise File

MIKE HOVAGIMIAN is Product Manager for IDC's Enterprise File. Mike joined IDC over a year and a half ago during the early development stages of the File. "It is very challenging -- we have come a long way in a year and a half. At first it seemed almost impossible, and now it has happened," said



Mike Hovagimian

Mike, referring to the product listings in our Computerworld Buyer's Guides, all of which were supplied by the Enterprise File.

During 1982 and 1983 the File has concentrated development efforts on three sectors of the computer industry: computer systems, peripherals and terminals, and software. These areas parallel the plans for Buyer's Guides at CWCI.

The File has been built based on a series of surveys sent to vendors in the industry. "We followed up with an intensive telephone campaign under the direction of DOT LANCILOTI, Telephone Staff Manager for IDC," said Mike. During the past year, Dot has maintained a staff of close to 15 interviewers to collect information on the various vendor firms.

Mike reported that "plans for the future call for expanding the Enterprise File to include other sectors of the computer industry and to start development of similar files at some of our European operations."

Mike came to IDC from Interactive Management Systems where he was a sales representative for manufacturing and accounting packages for DEC-based systems. Mike recently joined the ranks of the "homeowners" when he signed for his new house in Hopkinton, Mass. Among his hobbies and interests: coaching the IDC softball team, fishing, waterskiing, and golf.

Working to help develop and maintain the Enterprise File are DAVE VELLANTE, JOHN DESOUZA, and CATHIE MARKOW. This group is currently working

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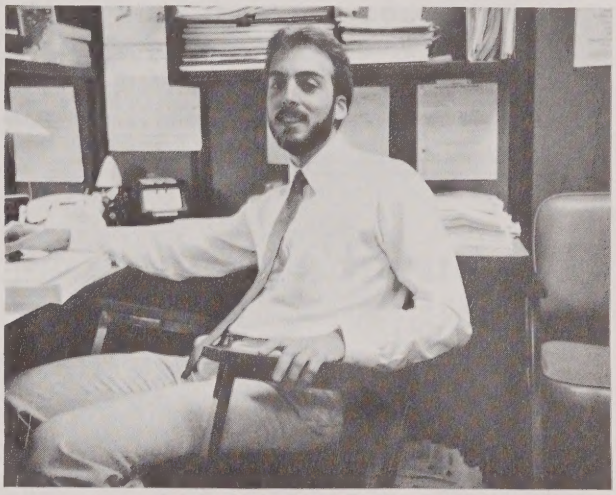
From Page 2

on the software subfile, preparing it for the upcoming Buyer's Guide. The IDC Enterprise File today has information on over 12,000 companies and 20,000 products.

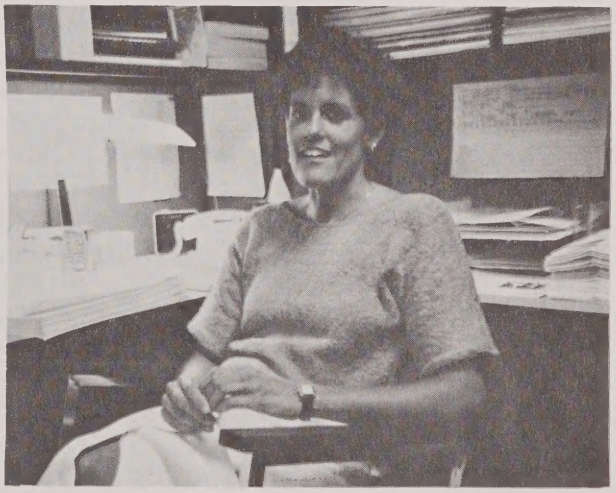
Dave Vellante

DAVE VELLANTE joined IDC in March, 1983 to work on development and maintenance of the Enterprise File. Dave holds a Bachelor of Science degree in Applied Math from Union College in Schenectady, New York. Regarding interests, "I guess you can say I have two vices -- skiing the bumps and Saratoga in August," remarked Dave. His dream is to ski the Rockies in Colorado. Dave is a native of Millis, Mass., and also enjoys cooking.

JOHN DESOUZA joined IDC as a member of the telephone staff conducting telephone interviews of vendors. In January 1983, John transferred to the Enterprise File Department to work on development. John, a graduate with an undergraduate degree in hotel management and a Masters in Marketing from Cornell University, said "I saw this position as an excellent opportunity to learn about the computer industry." John currently lives in Newton, and enjoys skiing the White Mountains, backpacking, and cooking -- "a result of my undergraduate background."



John DeSouza



Cathie Markow

The newest member of the Enterprise File Department staff is CATHIE MARKOW, who joined IDC in late June. Cathie came to the Enterprise File from Liberty Mutual Insurance Company where she worked as an occupational health consultant. Cathie covered Western Massachusetts and parts of Vermont working on preventive health.

Continued on Page 4

From Page 3

In her "spare" time, Cathie works as a caretaker of an old family estate in Dover, Mass., and is working towards a Masters in Business Administration during the evening at Northeastern University. Cathie holds undergraduate degrees in Nursing and Sociology from Hartwick College in upstate New York.

From Page 1

U.S. Buyer's Guide

Buyer's Guide is the only book with editorial sections of this magnitude.

The first Guide, with over 416 companies profiled and product information on 1,600 systems, was the result of a dedicated effort by dozens of people. Among them are: KEVIN MCPHERSON, Product Manager, Computerworld Buyer's Guides; MARCIA BLUMENTHAL, Editor, Magazine; RICK LEPAGE, Copy Editor; KIM VALLOCH, Assistant Copy Editor; TOM MONAHAN, CWCI Art Director; KRISTIE VAN VALKINBURGH, Buyer's Guide Designer; PETER HOLM, Production Director; MARLENE STIBAL, Production Manager; LAURA ZUROFF, Production Assistant; CAROL POLACK, Typesetting Manager; JUDE GOLDMAN, Print Media Coordinator; ANNE HADLEY, Display Advertising Supervisor; TOM PFAU, System Manager; KATRINA LEE, Applications Specialist; and PAULA MCCARTHY, Paste-up Artist.

At International Data Corporation: JERRY TODD, Vice President/Databases; WALLY PITTS, Director of MIS; MIKE HOVAGIMIAN, Enterprise File Product Manager; JOHN DESOUZA, DAVE VELLANTE, and CATHIE MARKOW, Product Support Representatives; DOT LANCILOTI, IDC Telephone Staff Manager; DANIEL FAMOSI, LIH LIH CHANG, and BOB CHILER, IDC Data Processing Programmers; and the various members of the Enterprise File Telephone Staff during 1982 and 1983.

Congratulations to all on a fine product!

People

Congratulations to ALICE LONGLEY, the new Sales Coordinator of CW's Northern Region. Alice comes to her new position from the advertising department where she developed a first-hand knowledge of the region's advertising.

Prior to joining CWCI, she was with the Electrolux division of Consolidated Foods Corp. functioning as assistant to an area vice president and working in support of a large field sales organization.

Alice also spent six years in the publishing field with Analytical Chemistry magazine. While with Analytical Chemistry, she became involved in production, traffic, and various other important publishing chores.

Good luck in your new position, Alice!

InfoWorld has announced several promotions during the past few weeks -- DAVE NEEDLE, formerly Senior Editor/East Coast, has moved to Palo Alto to become IW's new Managing Editor. Dave

Continued on Page 5

From Page 4

is now planning to get rid of his winter wardrobe and he may occasionally pop out from behind the stacks of unanswered correspondence littering his office. Congratulations on your promotion and good luck in your new position, Dave.

PEGGY ZIENTARA has joined the East Coast office of InfoWorld as a Senior Editor. Peggy is a familiar face in the Computerworld/Framingham offices, where she began as a staff writer in 1978 and became a Writer/Analyst in 1980.

Congratulations to LAURA LARSON, InfoWorld's Advertising Representative for the Mid-Central and Northwest regions, and to her husband Kirk on the arrival of E.T. -- Erik Theodore Larson -- earlier this summer.

KATHLEEN SLISKI, InfoWorld's Rapid Access Marketplace Advertising Representative, became Mrs. John Haberek last month in Niagara Falls, New York. Congratulations, Kathleen!

ANQUNETTE FLEMMINGS has been promoted to Office Services Coordinator for InfoWorld. She will supervise the reception and mailroom areas, coordinate purchasing and receiving, handle travel arrangements, and coordinate the installation of the new telephone system.

LEAH DANSBY of InfoWorld has moved across the hall and assumed the position of Classified Advertising Coordinator. Leah had been a paste-up artist in the Production Department prior to her promotion.

JOHN DVORAK, formerly InfoWorld's Managing Editor, will now be a Consulting Editor to IW. John will continue to produce his well-known "Inside Track" column.

Anniversaries

One-Year Anniversary

Stewart Alsop, CWCI

Two-Year Anniversaries

Kim Myhre, IDC
Ken Scholl, IDC

Three-Year Anniversaries

Nancy Hedges, CWCI
Ellen Levin, IDC

Nine-Year Anniversary

Casey McElroy, IDC

Twelve-Year Anniversaries

Eileen O'Brien, IDC
Nancy Scull, IDC

Twelfth Anniversary

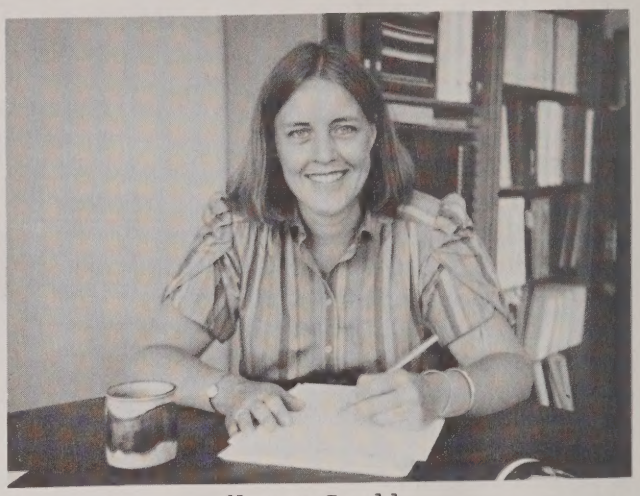
Congratulations to NANCY SCULL, Director of IDC's Consulting Group, on her recent twelfth anniversary with IDC. Nancy joined IDC in 1971, working for Jim Peacock, Editor of the Gray Sheet newsletter. Among her first projects was coverage of the DEC System 10 announcement for EDP/IR, an analysis of the subscribers' list and responsibility for publishing IDC's

Continued on Page 6

From Page 5

marketing newsletter, Market Interface. Shortly thereafter, Nancy moved into the central research department. This group provided custom and continuous information service research for two programs: Corporate Planning Service and a financial community program. The financial program was under the direction of BILL LEITCH, currently directing operations of the Conference Management Group at CWCI.

By 1974 Nancy had been promoted to Research Manager for CPS. During 1975 she became Account Manager and responsible for her own client base including minicomputer firms, computer service organizations, software houses, and peripherals and OEM distributors. Nancy was very



Nancy Scull

successful in building the client bases in these areas, especially the minicomputer vendor area where she was able to attract 90% of the market as clients.

The software sector had grown large enough to warrant its own program by 1977, and Nancy launched and was the first director of our current software program, Software and Services Industry Program (SASI).

By the late 1970s Nancy had taken over the entire custom consulting area for IDC, and for the past few years she has been Director, IDC Consulting Group.

Nancy, a resident of Cambridge, Mass., enjoys tennis, classical music, sailing, and reading.

Congratulations on your anniversary, Nancy!

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Volume 13, Number 28 Week of August 22, 1983

Le Monde Informatique Hosts Reception

Le Monde Informatique, our newspaper for the French computer community, recently held a reception for 150 guests from recruitment agencies. Over 85 percent of all classified advertising revenue comes from recruitment advertising. Le Monde Informatique plans to distribute 10,000 copies on newsstands starting in September, 1983.

Pictured here from left to right are: FRANCOIS XAVIER CHAUSSONNIERE, LMI Publisher; AXEL LEBLOIS, CWCI French newspaper Managing Director; and DANIELLE PYLON, Classified Advertising Manager, greeting guests aboard a 19th century ship.

A New Orleans-style jazz band entertained guests during the LMI reception for recruitment agencies. Le Monde Informatique is planning 10,000 newsstand distribution starting in September.

IDC Reorganizes Several U.S. Groups

IDC's President, PETER ROWELL, announced a realignment of U.S. IDC activities at a staff meeting last Tuesday, August 16, 1983. "IDC has set an aggressive goal of reaching $200 million in sales by 1990, and to achieve it we need to alter our corporate structure somewhat," Peter said.

Peter outlined the new operating groups, primarily a grouping of similar activities into appropriate areas.

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Spotlight

Wayne Green, Inc.

Wayne Green, Inc. was formed in 1960 with the publication of 73, amateur radio's technical journal. For the past eight years the company has grown by an average of 50% per year.

In 1975 the company introduced Byte, the first magazine to focus on the emerging microcomputer industry. Byte is now published by McGraw-Hill.

Wayne Green, Inc. introduced Kilobaud Microcomputing in 1977. Now entitled Microcomputing, the monthly magazine has followed every major industry development. For the more technically-minded microcomputerist with an eye on the industry at large, Microcomputing remains one of the most reliable sources of current information.

Pine Street Building

By 1980, Radio Shack's TRS-80 microcomputer systems were tremendously popular, and coverage of TRS-80 advancements, equipment, and peripherals dominated the pages of Microcomputing. Wayne Green, Inc. decided to remedy the situation by publishing 80-Micro, the industry's first major magazine devoted to coverage of a single microcomputer system. The industry's most widely circulated magazine for TRS-80 users, it is known for its unbiased critical stance and "watchdog" editorial philosophy.

Another innovative step for the company was the introduction in 1981 of Desktop Computing, the personal computer industry's first magazine providing non-technical information on the business/professional community. The monthly magazine has covered every major development in the desktop arena, and its "Buyer's Guide to Business and Professional Microcomputer Systems" is the definitive source of current information on over 300 systems.

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From Page 2

The overwhelming success of 80-Micro served as testament to the fact that users consider system-specific magazines to be important complements to their microcomputers. On that basis, Wayne Green, Inc. introduced two new system-specific magazines in 1983 -- InCider and Hot CoCo.

InCider concentrates on the Apple systems, and is a favorite among users for its concise

Elm Street Building

and accurate information. InCider has joined 80-Micro and Microcomputing in circulating at least 100,000 copies each month.

Hot CoCo, which covers Radio Shack's Color Computers, is the most recent addition to the Wayne Green, Inc. family of system-specific publications. As 80-Micro's "little brother," the magazine has taken a similar editorial approach. Although the universe of color computer users is smaller, Hot CoCo's circulation continues to grow.

Wayne Green Books publishes books for the amateur radio and microcomputer industries, and also resells books of other publishers via ads in magazines. The best-known recent books have been the Encyclopedia for the TRS-80 -- 10 monthly books for the TRS-80. This was accompanied by Encyclopedia Loaders -- cassettes with the programs from each of these ten volumes.

The Willows

Load 80, which premiered in the Spring of 1981 in conjunction with 80-Micro, provides the programs from each issue of the magazine on either cassette or disk for sale via computer stores or by mail order.

The newest group is Wayne Green Enterprises, a division designed to pursue new ventures for the company. This group will also manage the operations of the software company, Instant Software. Instant Software recently was contracted by the Panasonic Company as the exclusive supplier of software for their JR-200U Personal Computer.

All of the Wayne Green, Inc. and Wayne Green Enterprises

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From Page 3

operations are located in Peterborough, New Hampshire. Peterborough is located 75 miles from Boston, and is called "one of the most beautiful towns in the country" by natives and visitors alike.

Union Street Building

The 230-year old, 45-room Pine Street building houses the executive offices of Wayne Green, Inc. and Wayne Green Enterprises, as well as the production and circulation departments for the magazines.

Located next door to the Pine Street building is the group's newest building, the Willows. Named after the inn it was, the Willows houses the editorial offices of the various publications.

One mile away from the Pine Street and Willows offices are the sales department and Wayne Green Books offices on Elm Street. Also in this converted 24-room inn are the accounting offices and the software production company.

Located in the West End of Peterborough are two buildings on Union Street. These house the mailroom and mailing operations, and also double as a warehouse for the book division.

From Page 1

IDC Reorganizes

Four corporate groups have been formed in the following areas: Corporate Services, under the direction of JUDY KRAMER, will be responsible for administration, production, central purchasing, and act as a clearing house for company-wide communications; Corporate Marketing will handle all marketing coordination and new product development and will be under the direction of JOE LEVY; Corporate Research will be directed by WILL ZACHMANN and will include the monitoring and coordination of IDC's worldwide research, as well as the office of Technology Assessment; and Corporate Data Center is headed by JERRY TODD and will include the existing data bases, survey preparation, data processsing, corporate automation programs, and the corporate library.

An operating group, "IDC/Framingham," has been formed to separate the Corporate Group activities from the other operations at Five Speen Street. BILL FORD has been named General Manager of the IDC/Framingham operations which include U.S. sales, publications, vendor services and research, user services and research, financial services, and the expert services group.

One new group will be Vendor Services and Research -- a combination of the vendor services and the associated research staff. The programs in this group include Office Automation under the management of TOM ELLIOTT; Software and Services under DAMIAN RINALDI; Guide Services/Microcomputer Marketing Service, ELLEN LEVIN; Data

Continued on Page 5

From Page 4

Systems (CPS), MARK BELL; Maintenance Program, RON SHUGAN; and the Vendor Communications Program, CHARLIE ROBBINS. BARRY GILBERT has been named Director of the Vendor Services and Research Group.

Heading up IDC's important User Services and Research Group is TOM WILLMOTT. The Information Systems Planning Service and Strategies for Office Systems programs are part of this area.

One of the fastest growing business areas for IDC is the Financial Services Group. This will include the Leasing Planning Service and a new brokerage service. CHARLIE GRECO has been named head of this business area.

An "Expert Services" group has also been created to allow the several business areas of IDC to tap resources of a number of in-house experts. JACK HART, Director of Pacific Operations, will also lead this group. Other experts include: AARON GOLDBERG, CAROL WEISZMANN, and ANN MORLEY.

A second main operating group, IDC Consulting Group, has been formed under the direction of NANCY SCULL and it will handle all major consulting and custom research projects.

People

PATRICK MCGOVERN, Chairman of IDG, recently announced the appointment of STEVE WOIT as Director of Business Development/ Personal Computer Publications. In this position, Steve will assist in planning the future development of personal computer publication activities by evaluating new publication opportunities, acquisitions, and joint ventures.

Pat said, "Steve has been on my staff for the past two years. Most recently he was very actively involved in our successful negotiations on the merger of Wayne Green, Inc. and its family of personal computer publications with CW Communications/Inc. Steve has also been involved in our work in launching the Timex Sinclair User and in starting our new microcomputer publication in The Netherlands."

Congratulations on your promotion, Steve!

A hearty welcome from Framingham to DENISE GILLE, a member of the IDC France team, currently working in the IDC headquarters office. Denise is taking part in an IDC exchange program enabling employees from our international offices to work in Framingham for one month. The program has been very successful in showing what goes on at the headquarters, and in enhancing lines of communication between our international offices and U.S. headquarters.

New employees

LEE VIDMER, Senior Vice President of CWCI, announced that GEOFF DODGE has been selected as CWCI's newest management trainee.

Geoff is a recent graduate of Babson College and comes highly

Continued on Page 6

From Page 5

recommended from past employers. While working on his degree, Geoff financed most of his education by working for the Capital Publishing Corporation and the Maco Management Company in addition to self-employment.

Geoff will spend the first part of his training in CWCI's Conference Management Group assisting with EMCE and the PC World Expo. He will participate in preparing promotion material, direct mail strategy, and advertising.

Best of luck, Geoff!

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Publisher:
Bill Sell, IDG International Operations Coordinator
Production Assistance:
Carol Famosi
Jo-Ann O'Mara
Ann Baker
Typesetting:
Carol Polack
CWCI Typesetting Department
Design Consultant:
Tom Monahan
CWCI Art Department

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Anniversaries

One-Year Anniversaries

Patricia Hartigan, CWCI
Mary O'Riordan, IDC
Brenda Merritt, LR
Lynn McGalliard, CWCI
Lynn Vacaro, IDC

Two-Year Anniversaries

Sahnta Panutti, IW
Cynthia Puig, IW

Classified

MICROGRAPHIC DOCUMENTATION CLERK

CWCI has a part-time (30 hour week) position available in the Circulation Department's Documentation area. Duties include microfilming documentation, light filing, and a variety of office functions. The prospective applicant must be detail oriented and able to work independently. To apply, please call Nadine Fisher of CWCI at (617) 879-0700, x359.

WANTED

Wanted to buy -- tent trailer in good condition. Contact Dee of IDC Framingham at (617) 872-8200, x608.

FOR SALE

1981 Z-28 Camaro. T-roof, black and gold stripe, saddle interior, 4-speed, alm., mag wheels, AM/FM stereo radio, power steering, power brakes, and white lettered tires. A bargain at $9,200. For more information, please call Mary Trayte of IDC in Framingham at (617) 872-8200, x239, or (617) 533-7577.

FOR SALE

Sofa (Hickory Hill), Haitian cotton with rolled arms. Bought two months ago. Must sell. Cheap at $450. Please call Susan Damiano of IDG at (617) 875-5000, x407.

NEEDS A HOME

7 year old spayed female golden retriever, AKC registered. House-trained and good with children but needs more affection than owners can give her. More information available through Bill Sell, at IDG in Framingham, (617) 875-5000, ext. 444.

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Volume 13, Number 27 Week of August 15, 1983

Micro/Info Launched in Netherlands

Micro/Info, a colorful, aggressive, 100+ page monthly magazine covering personal computers in The Netherlands and the Dutch-speaking parts of Belgium, is being launched on October 24, 1983, coinciding with the Comdex/Europe Show.

Over 20,000 copies of the first issue will be printed, and will be distributed on newsstands, in computer retail stores, to leading microcomputer users and to attendees at the Comdex/Europe event. There will be a launch party on October 24th for Micro/Info at the Comdex/Europe Show to which leading international and Dutch computer executives will be invited, as well as members of the press and leading Dutch political and economic leaders. All IDG people at Comdex are invited to attend.

LUC SALA, Project Manager for the launch of Micro/Info, points out that over 100,000 personal computers are installed in The Netherlands, and the number in use is growing at 50% a year.

The initial issue of Micro/Info will include a special section titled "Export to Europe," and will be in English. Micro/Info, as our other international publications, is written in the native language.

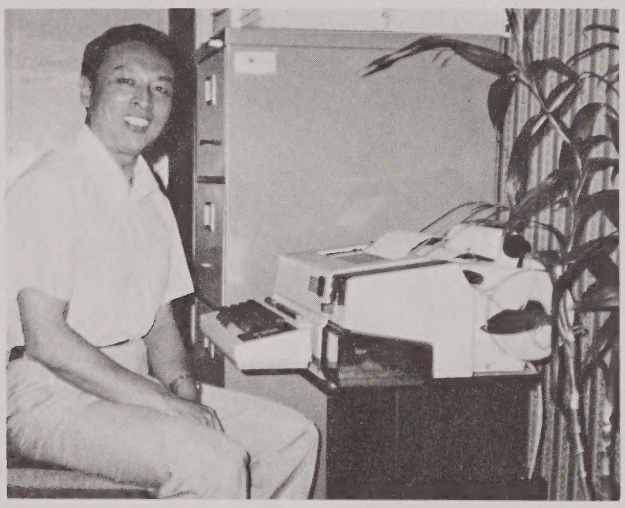
MICRO/INFO

Micro/Info will be published by CW Communications, B.V. Editorial offices of Micro/Info are located at PB 112, 1260 AC Blaricum, The Netherlands. The telephone number is 02152-63431. Management offices are for the moment shared with IDC Benelux at Prins Hendriklaan II, 1075 AX Amsterdam, The Netherlands. Their telephone number is 020-791692.

Spotlight

IDC Hong Kong

SAIMAN HUI is General Manager of IDC Asia Limited, IDC's office in Hong Kong. Saiman's primary duty is to write and edit the EDP China Report, the watchdog of the Chinese electronics and computer industry.



Saiman Hui

Saiman (pronounced Simon) first met Chairman of the Board PATRICK MCGOVERN in Framingham while he and his wife were touring the United States in July, 1982. Saiman said he was "deeply impressed by Pat's insight on IDC's plan for Southeast Asia, China, and other Pacific operations," and decided to join IDC to create a Hong Kong office. Operations got under way during August, 1982.

Prior to joining IDC, Saiman was head of the English Department of China Reconstructs, a monthly magazine geared toward people outside of The People's Republic of China. Saiman was born and raised in Hong Kong and attended Beijing University in China where he received his Bachelor of Arts degree in English and literature. Saiman studied and received his Masters degree at the University of Missouri School of Journalism in 1982.

EDP China Report

When not working, he enjoys the spectacular harbor view from the window of his office in Hong Kong. He also enjoys swimming and badminton. "Such exercises keep one fit and young," says Saiman. Both he and his wife, Peidi, love classical and light music, a hobby developed during their five years together as classmates at Beijing University. They also love travelling, having toured both the U.S. and Western Europe. "We were most impressed by the Grand Canyon -- such a natural wonder could not be found elsewhere in the world," they said.

People

JOHN WHITMARSH, CWCI Vice President/Editorial, recently announced the promotion of PAUL GILLIN from Senior Writer to Senior Editor-Software. Paul came to Computerworld from Honeywell in September, 1982. At Honeywell, Paul was the editor of the Patriot, a six-page, biweekly employee newspaper for company employees. He wrote, edited, photographed, and laid-out each issue of the 5,000-circulation newspaper. He wrote extensively about computers, business, manufacturing, office automation, and the workplace.

As a Computerworld staff writer, he worked on general news assignments, editorial writing, and special reports; he also supported Lois Paul on the software and services section of the paper. In addition, Paul wrote a major analysis of IBM in the forecast '82 issue. He was promoted in June to Senior Writer where he concentrated almost exclusively on software news coverage and software special reports.

Paul graduated from Boston University in 1979 with a B.S. degree in journalism, and he is currently pursuing an MBA from Babson College.

Congratulations, Paul!

Anniversaries

One-Year Anniversary

David Lamb, LR

Two-Year Anniversaries

Joe Fitzhugh, CWCI
Michael Swaine, PCI

Four-Year Anniversaries

Ann Hadley-Smokowski, CWCI
Louise Myerow, CWCI

Six-Year Anniversary

Jeff Beeler, CWCI

Nine-Year Anniversary

Ann Dooley, CWCI

Fifteen-Year Anniversary

Hank Fling, CWCI

Fifteenth Anniversary

Congratulations to HANK FLING who earlier this year celebrated his Fifteenth Anniversary with CW Communications/Inc.

Hank Fling

Hank joined the staff of Computerworld when the newspaper was 16 pages, and a part-timer handled all of the paste-up work. During his 15 years he has watched CW grow out of the offices at 60 Austin Street in

Continued on Page 4

From Page 3

Newtonville and later out of 797 Washington Street as well. Today, paste-up is handled by several people in the Production Department of CWCI.

Hank has held several positions with the CWCI Production Department, most recently as Production Supervisor. During this time, he supervised installation of new types of equipment enabling the department to do 6-8 times the work during the same amount of time.

"It took us the same amount of time to handle production and paste-up of 8 pages in 1968 as we handle 148 pages today. The biggest changes in turnaround came when the Atex was installed. Not only did the writers and copy editors gain an extra day, but the typesetting process was made easier. We are now able to close nearer to press time -- Thursday evening -- whereas 15 years ago the deadline was Wednesday."

When the Art Department was created during 1982, Hank was promoted to Art Supervisor.

Hank was remarried recently to former CWCI employee Nancy Fried. Nancy works with the Boston Herald as an ad taker and coordinator of the help wanted ads. Nancy was able to teach her co-workers about Atex when the Herald installed the computerized typesetting system -- mainly because of her experience with Atex at CWCI.

Hank is known as CWCI's star first baseman, and is a former roller-speed skating champion for the New England Regional 4-Man Relay in 1973.

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Carol Famosi
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Ann Baker
Typesetting:
Carol Polack
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Design Consultant:
Tom Monahan
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Etcetera

Please note that Computerworld Pty. Ltd. in Australia has a new telex number:

74752 (COMWOR)

Please change your listings to reflect the new number.

Free passes to the Museum of Science in Boston are now available through the IDG Personnel Department. Limit 2 passes per request. Please call (617) 875-5000, x407.

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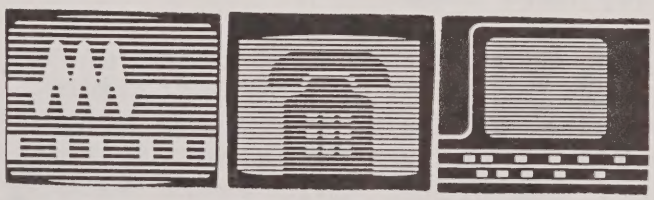
Volume 13, Number 26 Week of August 8, 1983

Link Resources Renovates; Realigns Client Services

Link Resources, Inc. in New York recently renovated their offices on Park Avenue South. According to RONI LUBLINER, Client Services Administration and IDG Update correspondent, "We finally renovated the seventh floor offices and revamped the whole appearance of the company." Carpeting was replaced, walls were painted, and a "real" conference room was created. The new offices have been in the works for a while and now "we are inviting our clients over with pride."

LINK
A SUBSIDIARY OF INTERNATIONAL DATA CORPORATION

In other activities, Link recently realigned their Client Services area to better serve Link customers. The new eight-member team is made up of both client service and sales people. Among the new group are: HAINES GAFFNER, DIANE GAMBLE, CAROLYN WILKIE, LAURA BERLAND, PEGGY FISCHER, BERNELL WRIGHT, GARY OZANICH, and ELIZABETH BELANY. This new group is sure to achieve record sales and client renewals.



Among the newest additions to Link's prestigious client list are: Reference Technologies, Cordura Publications, Defense Audio Visual Agency, National Technical Information Services, J.C. Penney, and Telerate.

Link Resources, a subsidiary of International Data Corporation, conducts market research and consulting on on-line data bases, home entertainment and cable television, videotex, and telecom. Link currently runs three continuous information services to cover these areas: New Electronic Media, Videotex Planning Service, and Electronic Information Program.

Spotlight

Australasian Computerworld Celebrates Fifth Anniversary

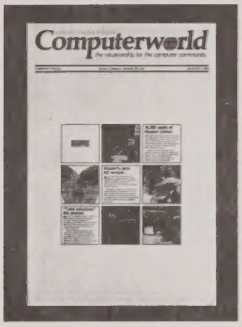
When the first issue of Australasian Computerworld rolled off the presses in Sydney, Australia on Wednesday, July 12, 1978, the nine people who made up Computerworld Pty. Ltd. knew something big was beginning. Five years later, ALAN POWER and 30 employees can look back and see just how successful they have been.

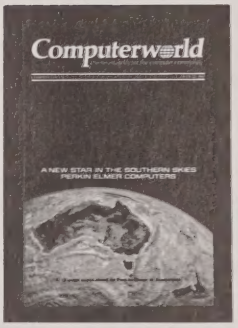
July, 1983 marked the fifth anniversary of our Australian publishing operations, and ALAN POWER, Founding Managing Director, celebrated this event with dinners for the staff in Sydney (head office), and Melbourne (major branch office). The head office dinner was a spectacular and wild event as Special Publications Manager STEPHEN MOORE organized visits by "Charlie Chaplin, the promoter of the IBM PC, and Ein Prime, Prime Computer's robot used for promotion." In addresses to the staff, Alan paid them tribute and described them as the company's most valuable asset. Alan also reviewed the various Computerworld products.

Australasian Computerworld published a 48-page newspaper for the anniversary including a four-color wraparound. The humorous front cover showed a Computerworld fifth year cake with five candles "bringing some light into the confusion of the computer community." Alan said that he felt quite confident he would be addressing the tenth year anniversary, at which time he intends to hire Sydney's Opera House for the company dinner. Within the next five years he is also "confident of running the Boston Marathon in the Computerworld colors."

Continued on Page 3

From Page 2





Australasian Computerworld was launched in 1978. The group celebrated their fifth birthday last month with dinners in Sydney and Melbourne. Among the many products of the team in Australia are (top row): Anniversary Issue cover; Premier issue of Computerworld, July 14, 1978; a recent issue. (Bottom row) Greenbook directory; Nixdorf Computer supplement; Perkin-Elmer supplement.

Computerworld Pty. Ltd. produces several publications each year. 1983 marks the launch of Microcomputer magazine. Microcomputer began as a monthly section in the Computerworld issues, and was launched at the first Australian personal computer show in Sydney on March 10, 1983. Over 6,000 copies of the 100-page issue were distributed at the show, at a rate of one every 10 seconds. The CW staff developed a "baby" theme for the launch, complete with a baby's cradle and a stork delivering additional copies. Details of the birth were printed on the diapers, and the "delivery team" was headed by ALAN POWER.

Australia has also developed and published CW Communications' first buyer's guides. During 1982, Computerworld Pty. Ltd. distributed the "Computerworld Greenbook of Software and Related Services" The second greenbook directory is due to be out in October, 1983. The "Computerworld Redbook of Hardware and Related Services" covers the hardware sector.

Among other CW activities have been special publications and company focus reports. "Office Automation" was published quarterly in 1982, and currently is distributed as a lift-out section in Computerworld. The company focus reports provide a detailed look at a specific company's strategy. Among recent reports were focus sections on Perkin-Elmer, Nixdorf Computer, and Honeywell. During September there will be sections on Burroughs, Wang, and AWA Computers, an Australian company.

Congratulations to ALAN POWER and the entire Computerworld Pty. Ltd. team on their fine achievements during the past five years!

People

DON FAGAN, CWCI Vice President/Marketing and Sales, recently announced the promotion of KATHY DOYLE to the position of Marketing Support Manager. Kathy has been the Sales Assistant in the Northern Regional Sales Office for the last four years, and will bring to this newly created position a wealth of experience which will contribute to the overall marketing and sales objectives of Computerworld.

Kathy will be responsible for providing marketing support to the Regional Sales Offices, as well as interfacing with various internal departments, as it relates to advertising in Computerworld.

Congratulations on your new position, Kathy!

Congratulations to JANET INGRANDO on her promotion to IDG Insurance Claims Administrator.

Janet has been with IDG for two years, and has had the complete responsibility of processing insurance claims for IDG and all of its U.S.-based subsidiaries. During this time, she has demonstrated an excellent ability to fulfill the needs of our employees and their dependents as they relate to our insurance benefits.

Congratulations to SUSAN CARLSON who has been promoted to Senior Writer for ISO World. Her knowledge of the industry, sleuth-like reporting, and excellent writing skills have earned her the promotion.

Susan joined ISO World in February, 1983 after a brief hiatus. She had also been a member of the Computer Business News staff for about a year beginning in April, 1979.

While at CBN, Susan gained a reputation for being an expert on the dealings of Digital Equipment Corporation. Since joining ISO World, she has become an expert on IBM and Commodore, and has parlayed her general industry knowledge into a valuable resource for the ISO World staff.

MAUREEN BURKE announced the promotion of RICHARD PRIANTE to Circulation Fulfillment Supervisor for ISO World.

Richard joined the Circulation Department in February 1975 on a part-time basis while attending Northeastern University where he obtained a Bachelor Degree in Business Administration. In January 1980, Richard began full-time employment in circulation heading up Reader Qualification Services for all CWCI domestic publications.

During ISO World's conversion from paid to controlled circulation, Richard was instrumental in achieving the publication's circulation goals. In his new capacity Richard assumes full responsibility for ISO World's circulation fulfillment, monitoring its growth and maintaining the integrity of the data file.

Congratulations, Richard!

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From Page 4

Congratulations to MARY DOLAHER on her recent promotion to the position of Personnel Assistant at IDG. Mary has been the IDG receptionist for over a year, and during that time has demonstrated excellent organizational and administrative skills.

In her new position Mary will be responsible for processing insurance claims, as well as continue to provide secretarial support for the Personnel Department.

New employees

Welcome to JOHN RUDSIT, new Administrative Assistant at IDG. John currently is a junior at Northern Essex Community College, studying Business Management. In his new position John will assist the Billing Department as well as handle incoming and outgoing mail for IDG in Framingham. Welcome aboard, John!

ISO World is pleased to announce it has recently hired a new Associate Editor, STEVEN BURKE.

Steve was formerly a reporter for the Waltham News Tribune, covering Newton politics. Steve graduated from Framingham State College with a B.A. in English and a minor in journalism. He lives in Burlington, Mass. Welcome aboard, Steve!

Welcome to DELPHIA HUNTER-WHITE, new Office Manager with Link Resources, Inc. in New York City. Delphia comes to us from Jane Fonda's Workout in San Francisco where she had been the manager since 1981.

Prior to its public opening, she was responsible for coordinating all services, supplies, contractors, staffing, and public relations. Her ongoing responsibilities included managing a staff of 40-65 people, developing and managing the annual budget, staff payroll, developing and implementing advertising/promotion strategies, and community/client relations.

Del has always been interested in physical fitness and sports. She established a sports clinic for the Avon's Women's Marathon in San Francisco in 1982, and has been a guest speaker for the National Women's Council on Health and Fitness. Del was also a member of the San Francisco Mayor's Council on Physical Fitness and Sports in 1982. She has been an exercise instructor, has a certificate in Nautilus training, and also established an exercise program for the San Francisco Women's County Jail.

The newest member of the IDG Credit Department is BOB SOORIAN. Bob comes to us from Little Brown and Company in Boston, where he was a Collections Credit Analyst. Among his new duties will be collection activity for PC World and InfoWorld. Bob holds a degree in economics from Clark University, and he lives in Allston. Welcome to the Credit Department and IDG, Bob!

Anniversaries

One-Year Anniversary

Annette Gayner, IDC

Two-Year Anniversary

Ray Corbin, CWCI

Three-Year Anniversary

Susan Blakeney, CWCI

Five-Year Anniversary

Karen Elliott, CWCI

Six-Year Anniversary

Kathy Doyle, CWCI

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Publisher:
Bill Sell, IDG International Operations Coordinator
Production Assistance:
Carol Famosi
Jo-Ann O'Mara
Ann Baker
Typesetting:
Carol Polack
CWCI Typesetting Department
Design Consultant:
Tom Monahan
CWCI Art Department

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Bill Sell, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 444; Telex: 95-1166 INTLDATAHQ FHM.

Classified

RECEPTIONIST/SECRETARY

IDG is looking for a full-time receptionist and secretary. This person will be responsible for greeting visitors, answering and routing incoming calls, and performing secretarial duties for several individuals.

The ideal candidate should have at least one year of office experience, type 50 wpm and possess good oral and written communication skills.

Interested candidates should call Susan Damiano at IDG, (617) 875-5000, Ext. 407.

CLASSIFIED ADVERTISING PRODUCTION ASSISTANT

CWCI has an opening in its Classified Advertising Department for a Production Assistant. Primary responsibilities will be composing, typesetting, and proofreading classified display ads on an electronic text editing computer system. You will assist in the layout of classified pages and help to oversee production from paste-up to the final page boards. Other duties will include minimal paste-up and some telephone contact with clients and agencies. Experience on an electronic text editing system would be helpful, but is not necessary. If you are interested, please contact Sue Stevens of CWCI at (617) 879-0700, x396.

FOR SALE

Sofa (Hickory Hill). Haitian cotton with rolled arms. Bought two months ago. Must sell. Cheap at $450. Pleae call Susan Damiano of IDG at (617) 875-5000, x407.

FOR SALE

1978 VW Rabbit, 61,000 miles, in excellent condition (from California). Sun-roof, AM/FM cassette. Eats no oil whatsoever. Asking $2,500. Call Katie Hafner of CW Editorial at (617) 879-0700, x585.

FOR SALE

Datsun 1982 280-ZX. 15,000 miles, white with red leather interior. Begging for $12,000. Please contact Mike Anzalone of IDG at (617) 875-5000, x423.

NEEDS A HOME

7 year old spayed female golden retriever, AKC registrered. House-trained and good with children but needs more affection than owners can give her. More information available through Bill Sell, IDG in Framingham, (617) 875-5000, ext. 444.

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Volume 13, Number 24 Week of July 25, 1983

Australia Briefings Draw Crowds

IDC Australia recently sponsored a very successful briefing session program for their clients and prospects. Over 155 people attended the one-day session in Sydney, IDC's home base in Australia. 45 people participated 3 days later in the Melbourne session. Among the speakers for this year's session were: LEN RUST, General Manager of IDC Australia; MILLARD LOWE, Senior Staff Consultant for IDC Australia; JACK HART, IDC's U.S. Director of Pacific Operations; and BARRY GILBERT, IDC's Director of the CPS, COP, EORP, and CIR Programs.

All of IDC's international briefing sessions are structured to give attendees a review of the market and industry in the United States, as well as their own country. Len Rust made presentations on the Australian market and on software and services. Millard Lowe also made two presentations entitled "Mainstream Systems -- A Waning Star?" and "Micros Market Trends and Buying Patterns."

The U.S. industry information was provided by Jack Hart and

Continued on Page 4

Over 155 IDC clients, prospects, and press attended this year's Sydney Briefing Session, sponsored by IDC Australia. Attendance at this conference has been growing steadily during the past several years. Pictured (top) is JACK HART, IDC's U.S. Director of Pacific Operations speaking at the Sydney session. The conference was repeated three days later in Melbourne. (Below) Pictured here is LEN RUST (left), IDC Australia's General Manager talking with an IDC client during a break in the presentation.

Spotlight

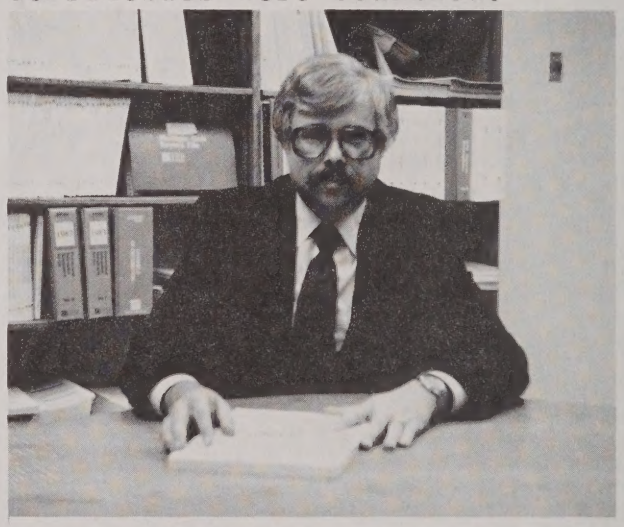
IDC Marketing

IDC's Marketing Department handles a variety of projects ranging from product brochure development to conferences, from Fortune supplements to trade shows. Their primary objective is to get IDC's name "out there" and inform people about IDC products.

A major promotion for IDC's Fall Executive Conference was launched recently with "Business Communications: Challenges for the 80s" as its focus. Among the key names speaking at the September 26-28 conference are Richard Wiley of Kirkland & Ellis, Dixon Doll of the DMW Group, Robert Bennis of Westinghouse, and Richard Palermo of M/A Comm/LDD.

Another marketing project, the IDC magazine supplements, is progressing rapidly. JOE LEVY, Vice President/Marketing, said in a recent interview that "during 1984, IDC will publish four supplements with Industry Week magazine, in addition to the four already scheduled with Fortune." The topics will all complement each other, and will be dealing with four key areas: (1) Personal Computing for Business, (2) Business Communications, (3) Trends in Computing, and (4) Productivity and the Office of Tomorrow.

JOE LEVY has been with IDC for over eleven years. Joe, IDC's Vice President/Marketing, started working in our New York Sales Office (on 34th Street) when Don Fagan (now CWCI's Vice President/Sales) was based there. After a few years, IDC moved the sales group to Long Island, and two years later to Stamford, Connecticut. The regional sales office remained there until 1981 when the sales territories were realized.



Joe Levy

Joe was promoted to Vice President/Marketing in 1981 when our marketing efforts were formalized. Prior to marketing, Joe spent nine years in sales. When he started with the company, there were only three salesmen: himself, BILL FORD (today IDC's Vice President/Sales) and John Rehfeld. The sales force grew to include several more people by 1981. Today, there are 16 people on the IDC sales team in the United States.

Continued on Page 3

From Page 2

The primary function of the marketing group as Joe sees it is to support the sales force and to build the image and reputation of the company, as well as play a creative role in new product development. The marketing group also evaluates potential new sources of revenue -- the Fortune magazine supplements are a prime example of this. These supplements also enhance the company image within and outside the computer industry.

Joe was born and raised in New York, and lived there "until I became an investor in New York City." He then moved to Connecticut, and in 1981 he moved to Massachusetts. Joe enjoys traveling and meeting people -- both key aspects of his job. He likes being a spectator at sporting events and has learned to play golf. "You need to play golf in order to succeed in the publishing world, and you need to know tennis to succeed at IDC." He is also an avid reader and backgammon player.

Joe lives in Weston, Mass. with his wife, Carol, and their 7 year old son, Darien.

LAURA GREENFIELD is Manager, Marketing Services. Laura joined IDC in 1981 after graduating from Brown University with degrees in Political Science and French. As Manager, Laura is responsible for developing and producing marketing brochures on the various Continuous Information Services. Laura works closely with both the Sales and Product Marketing Departments. Also among her duties is coordinating IDC conferences, promoting

Laura Greenfield

both the conferences and briefing sessions, and coordinating IDC's efforts at the yearly National Computer Conference. Laura helped design IDC's new trade show booth which made its debut at NCC in Anaheim last May. The Marketing Department recently launched a program of key prospect mailings, and Laura has been coordinating those efforts as well.

A native of Sharon, Mass. and Newton, Mass., Laura is an avid skier. Among her other interests are running and tennis.

Lynn Vacaro

LYNN VACARO is IDC's Marketing Coordinator. With IDC since mid-1982, Lynn works on several

Continued on Page 4

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projects, including the Fortune supplements and key prospect mailings. She maintains the advertising agency lists for Fortune supplements, and coordinates promotional mailings to these agencies. Lynn also has worked on several press releases and IDC entries to industry directories. In the year that she has been with IDC, she has also represented us at several trade shows.

Lynn started with IDC working on the International Computer Installation File, and in November joined the Marketing Department. She is a native of Framingham, now living in Marlborough, and holds a Bachelor of Science in Marketing from North Adams State College. Lynn enjoys the beach, swimming, and running.

Diane Testa

Executive Assistant to the Vice President of Marketing is DIANE TESTA. Diane joined IDC in 1977 after working with Arkwright Insurance in Waltham. During her six years with IDC Diane has worked with a number of departments including Production, Sales, and now Marketing. Among her varied duties are processing of conference registration for the Executive Conference and our yearly briefing sessions. During 1984 IDC will sponsor five briefings in Boston, Chicago, Los Angeles, Washington, and our newest location, Dallas. Diane also prepares the monthly International Report, a summary of new products and IDC mentions in the press. Diane's favorite interest when not at work is spending time on the Cape.

From Page 1

Australia

Barry Gilbert covering areas like IBM strategy, computer graphics, office automation, and the implication and impact of technology.

Among the attendees was a mix of clients -- many from the user side and the manufacturing side; and also software and services companies, financial institutions, and the press.

Continued on Page 5

BARRY GILBERT, Director of IDC/U.S.'s Corporate Planning Service, Computer Output Program, Electronic Office Research Program, and Communications Industry Research Program during a presentation on office automation at the Sydney IDC Briefing Session, June 24, 1983.

From Page 4

While traveling in the area, Jack and Barry visited IDC clients in back-to-back meetings. Close to 20 clients were visited on the trip in Australia, Hong Kong, and Japan.

1983 has been a successful year for the IDC Briefing Sessions -- over 90 people attended the mid-June briefing held in Tokyo, Japan.

ComputerSweden, our CWCI publication for the Swedish computer community, has announced a new telex number:

8105099 (NOVACW)

Please include this number in your files.

Anniversaries

Four-Year Anniversary

Ed Marecki, CWCI

New employees

Welcome to TERRY CAMMARANO, Group Secretary with CW's Conference Management Group. Terry works part-time with the group handling dictaphone and word processing tasks. Terry has also been working on the Communication Networks '84 program. She currently is a student at Massachusetts Bay Community College studying microelectronic technology. Terry enjoys softball, swimming, and going to the ocean to get a tan.

Etcetera

CWCI's famous softball team recently took on a "corporate challenge" and played the team from Interface Group, Inc. of Needham, Mass.

In a come-from-behind squeeker, the CW Swamprats beat the Interface Group's Tigers 11-10 in the last of the ninth. Homeruns by BILL CADIGAN, RICH PRIANTE, and JEFF SHEPPARD sparked the win; though most of the game consisted of "dink singles," the batting trademark of the intrepid rodents.

The CW strategy of waiting until the last minute took the Tigers completely by surpise. "We stopped paying attention in the third inning," said Tiger Coach Peter Bochner, "and by the time we realized what was happening, it was too late." This was the first loss for the Tigers, and brings the Swamprats' record to 3 wins and 2 losses. Everyone retired to the pub afterwards for drinking, dancing, and outrageous stories. A rematch is in the works.

Classified

CLASSIFIED TELEPHONE SALES REPRESENTATIVE

CWCI has an opening in its Classified Advertising Department for a Telephone Sales Representative. The position is entry level and involves servicing existing accounts, as well as telephone sales calls to potential new customers. There is heavy phone contact which will require a pleasant telephone manner. Typing is required, as copy from advertisers is dictated over the phone. You will be required to typeset and proof your own ads; scheduling and typesetting is done through a VDT. Experience in telemarketing, typesetting, or in an advertising environment would be helpful but is not necessary. Compensation is through salary plus commission incentive plan. Interested candidates should submit their resumes to Sue Stevens, Assistant Classified Advertising Manager, CW Communications/Inc., Box 880, Framingham, MA 01701.

DIRECTOR-SUBSCRIPTION DEPARTMENT

Computerworld/Spain needs a Director for its Subscription Department. Low pay, long hours, terrible working conditions -- but the people you will work with are fantastic. If you love challenges . . . energy and imagination could be the most important characteristics of the person who gets this job. Must be native Spanish speaker. For an idea of what CW/Spain is like, please ask Marion Kibbee or Diana La Muraglia, and then write to Neil D. Kelley, CW/Spain, Gravina-13, Madrid-4, Spain.

MARKETING SUPPORT MANAGER

CWCI has an opening in the Computerworld Sales Department for an experienced marketing support person. The duties will include coordinating trade show participation, compilation and analysis of share of market reports, and providing marketing support services to our regional offices.

To qualify you should have at least two years experience in some aspect of publication marketing or sales, have an excellent facility with figures, be well organized, and have excellent communication and "people" skills.

To apply, please send an application letter to Don Fagan, VP-Sales, Computerworld, Framingham, MA 01701. No phone calls, please.

FOR SALE

Datsun 1982 280-ZX. 15,000 miles, white with red leather interior. Begging for $12,000. Please contact Mike Anzalone of IDG at (617) 875-5000, x423.

FOR SALE

1973 Porsche 914, 1.7 liters, yellow with black removable top. This collector's item needs to be restored to its original body condition. Book value for a completely restored 914 ranges from $4,500 to $6,500. I'm asking for $2,650. Please contact Peter Gramenelles of IDG at (617) 875-5000, x410.

CAR FOR SALE? ROOM FOR RENT? NEED A RIDE?

IDG Update Classified ads are run free of charge for employees of International Data Group. Each week your ad will be seen by over 500 people in the United States and hundreds more overseas. To place your advertisement, please return this coupon to Bill Sell, Editor, IDG Update, P.O. Box 1450, Framingham, MA 01701 or send it through interoffice mail to IDG, 5 Speen Street.

Your name: _____

Company: _____

Telephone: ( ) _____

How often would you like the ad run --

(maximum of 3 weeks) _____

Text: _____

_____

_____

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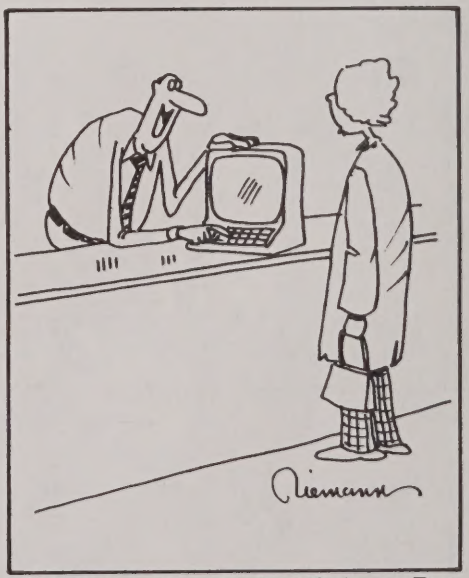

'And This Is Your Budget Release Button for Shopping Sprees.'

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Volume 13, Number 23 Week of July 18, 1983

EMCE Attracts Impressive Group

CWCI's Conference Management Group held their first Executive Microcomputer Conference and Exposition June 23-25 at the Sheraton Centre in New York City.

The first Executive Micro Computer Exposition held in New York in late June attracted several thousand influential executives from the area. The second EMCE conference is scheduled for October, 1983 in California.

The conference and exposition was attended by an impressive group of key decision-makers from a wide cross-section of industries for an in-depth look at the various ways in which micros can be used to support a large or small business.

Continued on Page 3

Microsistemas Debut

Congratulations to NEIL KELLEY and his group in Madrid, Spain on the recent launch of Microsistemas, our newest publication. 14,500 copies of the

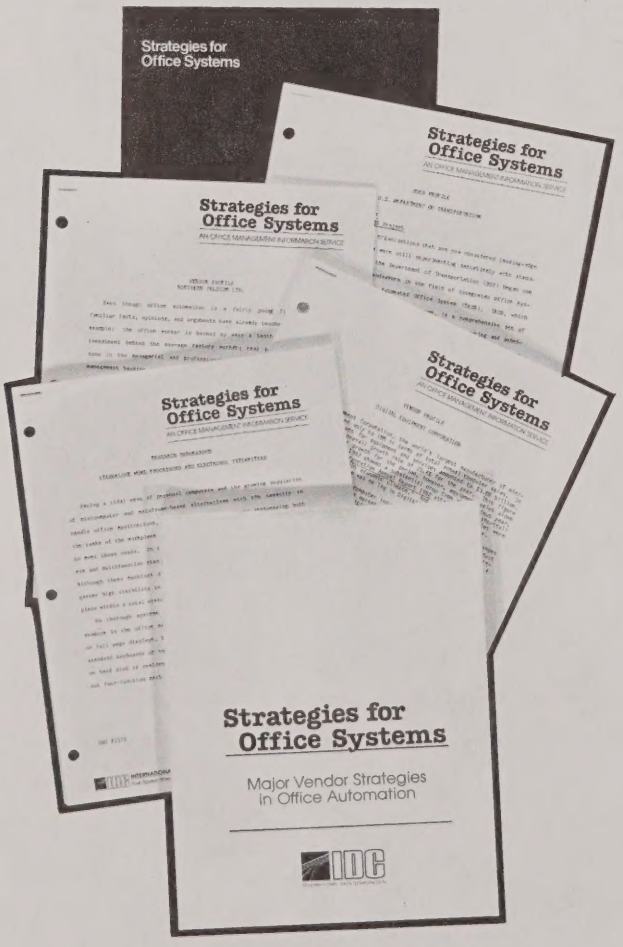
Para todos los usuarios de ordenadores personales
MS
MicroSistemas
"Partiendo de cero": Consejos sobre la compra de su primer sistema y la terminología corriente
UNIX - ¿Sistema operativo del futuro?
De Gracia: "Los usos comerciales dominarán hasta 1988"
PAQUETES DE APLICACIONES SOFT
Apple. Atari. Commodore. IBM/PC. Sinclair. Texas Instruments. Sistemas Z80 y 8080. TRS.

first issue were distributed -- over 7,000 of them on newsstands. Microsistemas is a sister publication to Computerworld/Espana. Computerworld/Espana was launched in 1981.

Spotlight

IDC's Strategies For Office Systems

Strategies for Office Systems (SOS) is one of IDC's Continuous Information Services. Geared primarily to the user community, SOS covers a wide variety of issues from word processing to micros in the office, from telephone systems to electronic mail. SOS was created out of our largest user program, Information Systems Planning Service (ISPS). ISPS clients, primarily data processing and Management Information Systems oriented, needed more information on office automation. In 1979, SOS was created to investigate how technology impacts both the data processing and office administration.



With the increase in micro processors, more people are looking toward automating, and Strategies for Office Systems helps them plan.

Many of SOS's clients are Governmental agencies. The Paperwork Reduction Act is forcing agencies to look at automation, and SOS is able to guide these groups through planning. Many of SOS's clients are strategic planners and top corporate executives. Automation involves capital expenditure, and financial, as well as other top executives, need to be informed to make the best decisions.

TOM WILLMOTT is Program Manager of SOS. With IDC since 1980, Tom has a background in education. Before joining IDC, Tom

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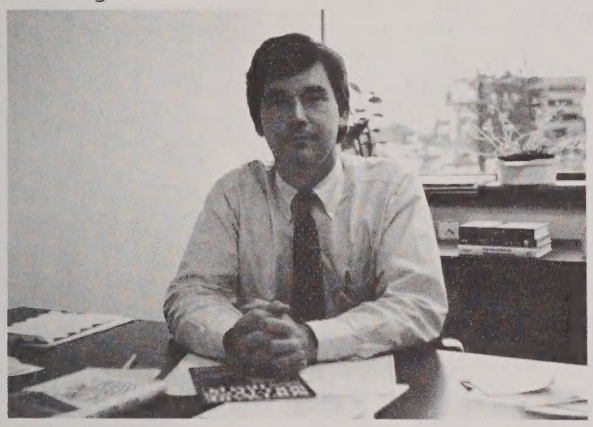
From Page 2

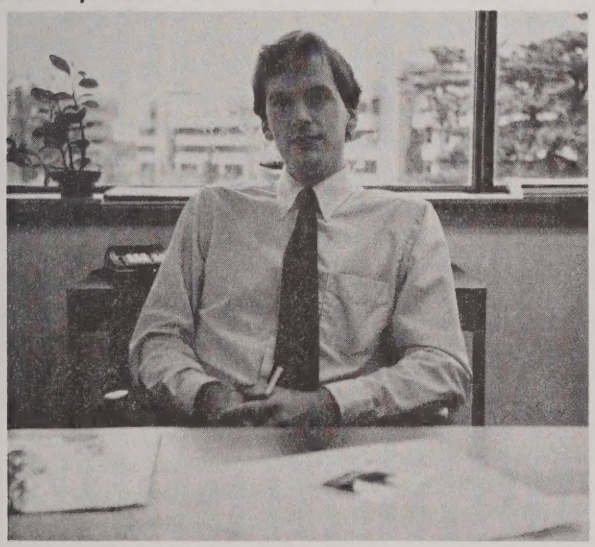
was in curriculum development with the New York Public School System and worked with gifted students and microcomputers. Tom holds a Masters in Education from Wheelock College, and was awarded his Bachelors in Russian History from Williams College. Tom also spent a semester at the University of Leningrad in 1968.



Tom Willmott

He enjoys writing, and his first book will be out shortly. The book, "Software Solutions for the IBM PC," is a practical guide to dBase II, Lotus 1-2-3, VisiCalc, Word/Star, and others.

Tom is married as has two children. He lives in Westwood, Mass.



Tim Caffrey

With IDC since early 1983 is TIM CAFFREY, Market Research Analyst with the SOS program. Tim is a graduate of Williams College with a degree in Political Economy. Among his varied duties are handling client inquiries and some research projects. Tim is currently working on a research memorandum on PBX's and market trends. This report is designed to give MIS management an overview on the PBX market and state of affairs.

Tim is a native of North Adams, Mass. and currently lives in Natick. He enjoys Halian cooking, among other things.

From Page 1

EMCE

"The conference program and exposition was primarily focused toward the business and professional end-user with the exception being a special program aimed at educators and administrators on Saturday," said KAREN BARTNICKI, EMCE Program Manager. "The conference and exposition was well received by the attendees and offered them a number of ways to keep up with the microcomputer industry. In addition to the conference program, we held a workshop for executives who wanted to get hands-on experience with a personal computer. The workshop enabled the attendees to learn about computer hardware and software 'first hand' by using VisiCalc, dBase II, graphics, and communications software.

The exhibition floor was sold out prior to the show with Mitch Hall Associates handling the exhibit sales of almost 150

Continued on Page 4

From Page 3

booths. 80 exhibitors representing a wide variety of microcomputer hardware and software manufacturers including IBM, Digital Equipment Corp., NCR, Victor, Grid Systems, Kaypro, BASF Systems,

EMCE™
Executive Microcomputer Conference & Exposition

and 800-Software to name just a few, displayed their products to more than 2,500 business professionals and educators.

The registrations were handled by LOUISE MYEROW and NANCY HEDGES who teamed up to do another great job for CW/CMG. PAULA KENNEDY and NANCY RUBIN assisted Karen Bartnicki in the production and operations of the EMCE and deserve high praise for a job well done.

The next EMCE Conference is being planned for October 6-9 at the Long Beach Convention Center, Long Beach, California.

New employees

Welcome to ALEXANDER DIODATI, CWCI's newest person in the Mailroom. Alex joins us after being with the U.S. Marine Corps as a heavy equipment operator. He has also worked for his father on a steady basis at the Little Peach Convenient Food Store. Alex enjoys all types of sports and enjoys participating in social activities. His favorite sport is football. Alex is a 1980 graduate of Somerville High School and presently lives in Arlington. Welcome to CWCI, Alex!

Anniversaries

One-Year Anniversaries

Pamela Gilbert, CWCI
Bob Paolucci, IDC

Two-Year Anniversary

Jeff Pennett, CWCI

Four-Year Anniversary

Catherine Marenghi, CWCI

Classified

RESEARCH MANAGER/SENIOR RESEARCH ANALYST(S)

These individuals will be responsible for conducting primary and secondary research in various areas of the information processing industry, including, but not limited to, office automation. Research will be performed in support of IDC's user and vendor programs, although the initial emphasis will be on user-oriented research.

Qualifications include: significant professional experience with information processing (an office automation focus would be ideal for one of the positions); an ability to design and conduct original research independently; ability to manage the research activities of interviewers, data processors, other support personnel; and good writing skills.

Interested parties should contact Tom Elliott of IDC at 5 Speen Street, Framingham, MA 01701 or call (617) 872-8200, x333.

FOR SALE

Datsun 1982 280-ZX. 15,000 miles, white with red leather interior. Begging for $12,000. Please contact Mike Anzalone of IDG at (617) 875-5000, x423.

INTERNATIONAL DATA GROUP
WORLD DO BRAZIL ■ COM
WORLD MEXICO ■ CW
IAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER
DANMARK ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD JAPAN ■ COMPUTER
MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ CW PUBLIKATIONEN GMBH

INSIDE UPDATE TODAY:
European Office Listing

IDG UPDATE

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IDC IBERIA ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC SCANDINAVIA ■ INFOWORLD ■ INTERNATIONAL
CORPORATION ■ IDG FRANCE/LE MONDE INFORMATIQUE ■ LINK RESOURCES ■ PC WORLD COMMUNICATIONS

Volume 13, Number 22 Week of July 11, 1983

Breyer Bid Farewell

IDC bid JOHN BREYER farewell on June 30th with a reception in the Pine Grove, behind the IDC headquarters in Framingham. John, IDC's President since 1976, was with us for over sixteen years. John joined IDC as Vice President/Research while IDC was still at the Gray House in Newtonville. "There were only five other employees at the time -- I shared Pat's (McGovern) living room with Fred Anderson," remarked John in an April, 1983 interview.

In 1969 John was promoted to Executive Vice President, and later became President. "I think my greatest contribution to IDC has been building a truly international company. We started in the U.S. in the early 60s, then opened our first international office in London in 1969. Today we have 6 research and sales offices in Europe, 6 in the U.S., 4 in Asia, and 1 in South America," said John.

The farewell reception was hosted by the IDC executive team. BILL FORD, speaking on behalf of the group, presented John with a variety of gifts. Chairman of the Board PAT MCGOVERN presented John with a large bottle of champagne, and commended him on the tremendous growth through which he has led IDC.

Continued on Page 3

UPPER PHOTO: Among the gifts John Breyer received at his going-away party was a case of Massachusetts wine. This was to remind John that California is not the only wine producer in the United States. LOWER: Chairman Pat McGovern reviewed many of John's achievements of his 16 years with the company. Pat also presented John with several small gifts, and wished him luck in his new ventures in California.

International Data Group
European Office Listing

IDC Ireland
57 Merrion Square
Dublin 2, Ireland

CW Communications
c/o ECC Publications, Ltd.
30-31 Islington Green
London N1 8BJ, England

IDC Europa, Ltd.
2 Bath Road
London W4 1LN, England

IDC Benelux
Prins Hendriklaan 11
1075 AX Amsterdam

Le Monde Informatique
41, Avenue Montaigne
75008 Paris, France

IDC France
39, Av. des Champs Elysees
75008 Paris, France

Computerworld/Espana
Gravina, 13
Madrid-4, Spain

IDC Iberia
Doctor Fleming, 33
Primero Derecha
Madrid-6, Spain

Computerworld/Norway
Sandviksveien 12
Postbox 223
1322 Hoevik, Norway

ComputerSweden
Vartavagen 55
11538 Stockholm, Sweden

IDC Scandinavia
Nybrogade 24
DK-1203 Copenhagen K, Denmark

Computerworld/Danmark
Gammel Strand 50
1202 Copenhagen K, Denmark

CW Publikationen, GmbH
Friedrichstrasse 31
8000 Munchen 40, West Germany

IDC Deutschland, GmbH
Martinstrasse, 14
6200 Wiesbaden, West Germany

IDC Italia
Piazza Della Republica, 5
20121 Milano, Italy

Computerworld Italia
via Rosellini, 12
20124 Milano, Italy

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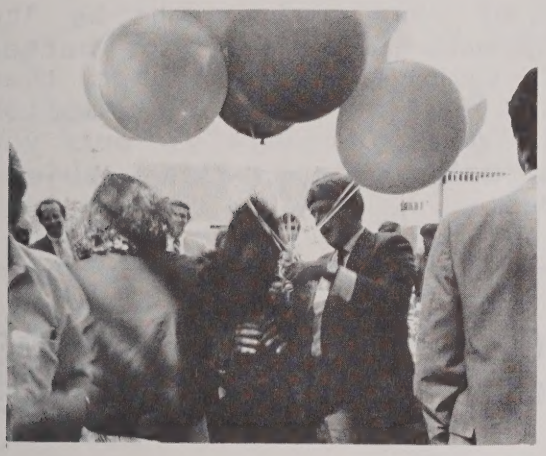
IDG UPDATE

■ IDC ASIA LIMITED/HONG KONG ■ IDC RESEARCH AUSTRALIA ■ IDC EUROPA LTD/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND GMBH ■ IDC IBERIA ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC SCANDINAVIA ■ INFOWORLD ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LE MONDE INFORMATIQUE ■ LINK RESOURCES ■ PC WORLD COMMUNICATIONS

From Page 1

John will be moving to California this month. He now plans to become involved in the venture capital area. John will retain his ties with the IDG companies through his position as a Director of International Data Group, Inc.

Congratulations and best of luck in your new endeavors, John!



Over one hundred people attended the June 29th party. Among them was a gorilla, who presented John Breyer with a balloon bouquet.

Australasian Computerworld has a new telex number for the Sydney headquarters office:

AA74752 (COMWOR)

Please adjust your files accordingly.

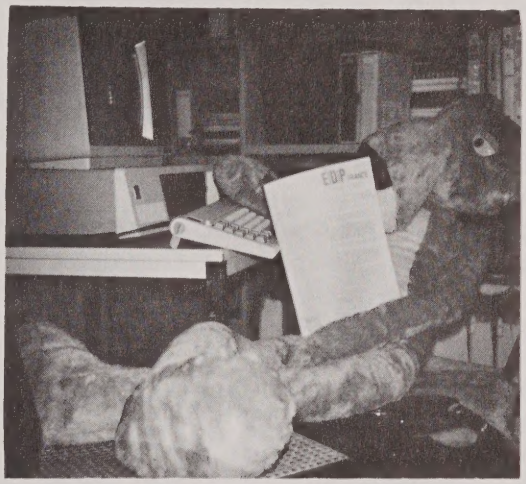
CORRECTION

The CW International News Network provides our various newspapers with full texts of high priority news on a daily basis. Our June 20th story incorrectly described this service. We are sorry for any inconvenience this may have caused.

IDC has announced a new representative office for Mexico. JOSE H. FLORES is our new representative and can be reached at:

International Data Corporation
Circuito De Las Flores, 27
Jardines De La Florida
Estado de Mexico

We do not yet have the new telephone and telex number for IDC Mexico -- these will follow shortly.



IDC France's newest EDP France Report subscriber -- a "famous" client of our market research group in Paris.

Anniversaries

One-Year Anniversary

Tanya Kucak, PCI

Two-Year Anniversaries

Laura Larson, PCI
Scott Mace, PCI
Tom Shea, PCI

Three-Year Anniversaries

Deborah Kelly, IDC
Janet Sparre, IDC

Etcetera

As a public service to our readers, the IDG Update will feature several general- and consumer-interest stories during each year. Your feedback on this section is most welcome.

Setting goals and objectives is starting out on the road to freedom. When you know where you're going, getting there is a whole lot easier. Rather than creating obstacles, a set of objectives is a roadmap which frees you from a whole spectrum of worries and uncertainties.

When you know what you'd like to do or have in the future, you can start preparing logically, instead of letting things lapse, or "taking care of themselves." No one can predict the future, but the better prepared you are for some eventuality, the more confident you'll feel about dealing with whatever life hands you. Learn to recognize that goals and objectives are tools to help you, not trap you.

The distinction between goals and objectives is an important one. GOALS are a lifetime, ongoing direction which may never really be reached. They offer a general sense of direction, like "East." You may never reach "East," but you'll know when you're off purpose because you'll be heading in a different direction, "West" or "South." Goals will give you a sense of perspective.

An OBJECTIVE, on the other hand, is a specific, achievable, measurable event or experience. An objective can be accomplished within a reasonable time frame, while a goal is a continuous, ongoing direction.

Setting objectives helps you measure programs and focus on the activities in which you're currently involved, giving you a feeling of movement.

One of your goals might be "to help make life easier or better for those less fortunate than me." You may never accomplish this goal completely, but you can set some specific objectives.

Goals reflect success

Many people think of objectives in vague terms, "to be happier," "to have more money," "to have more leisure time." Good objectives are very concrete: exactly how much money, where to go on vacation, when you'll be made department manager. It takes some effort to pin yourself down to specifics, but it's well worth it.

Many people are afraid to set goals and objectives. They're afraid of becoming too tied down or afraid they won't be able to reach the standards they've set.

You can always change your goals and objectives. The important thing is to start somewhere, on something.

Continued on Page 6

From Page 4

Successful people achieve because they have a sense of purpose, or direction. They are in control of their lives. Unsuccessful people avoid thinking about the future and procrastinate, drifting without direction. Life is controlling them.

Keep the following guidelines in mind when setting goals and objectives:

1. Goals and Objectives Should be YOURS: It's all right to accept advice and suggestions from others, but you will be more motivated to do something if you really want to do it, for you.

2. Objectives Should be WRITTEN: Keeping objectives in your head will not work as effectively as writing them down. Besides being clearer, written objectives serve as reminders and records.

3. Objectives Should be REALISTIC and ATTAINABLE: An objective is not a fantasy or a daydream. It should be something you can accomplish with some effort and stretching. Don't set objectives too low, but if they're too difficult you won't believe you can accomplish them and will not start. Don't be overly optimistic, either.

4. Objectives Should have TARGET DATES: Give yourself time limits. Often you will have subobjectives with their own target dates, a helpful way to keep track of your progess. If you don't make the target, don't hate yourself -- just set a new date.

5. Objectives Should be COMPATIBLE: Watch out for conflicts. If they exist, working on one objective may prevent you from achieving another and you end up "stuck" all the way around.

6. Objectives Are NOT ACTIVITIES: Once you've set some objectives, figure out some ways to achieve them. Write down the specific activities you must do to achieve an objective by its target date.

If you've never really thought about goals and objectives, take some time now to do it.

This article is courtesy of Elaina Zuker. If you would like to know more about goal setting and time management, you can write to: E.A.R. Publishing, P.O. Box 2313, Grand Central Station, New York, NY 10163.

Classified

INTERNATIONAL ADVERTISING SALESPERSON

CWCI has a newly created position available for an energetic sales person with experience in international sales of advertising or technology products. The qualified candidate will become a Western Regional Manager for CW International Marketing Services, which is responsible for the U.S.-based advertising sales for our 14 personal computer publications and 24 professional computer publications which are published in foreign countries.

This position, which is based in San Francisco, has responsibility for international advertising sales on the West Coast with particular emphasis on personal computer hardware, software, supplies, and related products.

The qualified candidate for this position will have a good understanding of the role of advertising and international marketing, and the methods of establishing marketing strategies in major foreign countries, selecting channels of distribution, and promoting sales.

An attractive salary and incentive compensation structure is being offered. This position reports directly to the General Manager of CW International Marketing Services. Please send your resume in confidence to General Manager/IMS, CW Communications/Inc., 375 Cochituate Road, Framingham, MA 01701.

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Volume 13, Number 21 Week of July 4, 1983

Study Draws Advertisers

Readership studies have always attracted advertisers' interest, but the most recent Computerworld study had overwhelming response. "The February 14, 1983 issue was the target of the study," said KATHY DINNEEN, CWCI's Director of Market Research. The study, conducted

COMPUTERWORLD
THE NEWSWEEKLY FOR THE COMPUTER COMMUNITY

by Starch INRA Hooper, Inc., analyzed readership recall and recognition of 100 half-page or larger advertisements. The advertisements were given a report detailing the percentage of readers that had seen the ad, read part or the entire ad, and read the company logo and address information. Interest in the Starch study was so high that dozens of advertisers who wanted to participate were turned away. Kathy said these readership surveys are conducted several times a year.

Japan Briefing Session

Over 90 key Japanese computer industry executives attended the Eighth Tokyo Briefing Session held on June 15th in the Akasaka district of Tokyo. The IDC International Computer Seminar, the official title of the event, offered much more than traditional statistical

JACK HART and BARRY GILBERT are pictured here with an IDC client at the Eighth IDC International Computer Seminar held June 15, 1983 in Tokyo.

Continued on Page 4

Spotlight

IDC's Group in Japan

YUJI OGINO has been with IDC Japan since its start in April, 1975. The Japanese computer industry has been very active and has been growing each year. Yuji sees a great business opportunity in it and keeps his

Yuji Ogino

eyes on every move the giants like Fujitsu, Hitashi, Mitsubishi, NEC, IBM, Digital Equipment Corporation, NCR, and Honeywell Information Systems make in Japan. He also edits the EDP Japan Report and oversees IDC Japan's entire operation. It's no wonder he is working all the time! But when he finds some spare time, Yuji goes out for a few drinks with friends -- he sings everything from Japanese folk songs to Country & Western "Your Cheating Heart." Yuji also enjoys swimming and playing baseball.

"Well, I feel IDC Japan is on its move. Japan is the second largest computer market in the world; it is almost as big as West Germany and the U.K. put together. Foreign manufacturers try to get their share out of this big pie. Also, Japanese manufacturers want to ship their products overseas and become major successes like Toyota or Datsun. I foresee a great future for IDC Japan. There are only three of us but we are planning to increase the number of staff next year," commented Yuji.

Yuji received his MBA from St. John's University in New York, and then worked for Diebold Group's Business Planning Department in New York for three years as a consultant before he returned to Japan.

SUMIKO (su-me-ko) OZAWA joined IDC Japan four years ago as Executive Secretary/Research Assistant to Yuji Ogino. While Yuji is busy watching Fujistu, IBM, and the other guys, Sumiko keeps IDC Japan on the right track. "I like the professional yet friendly atmosphere we have here, and I want to keep it that way," says Sumiko. She has such a great personality and smile, many visitors come to the office just to see her.

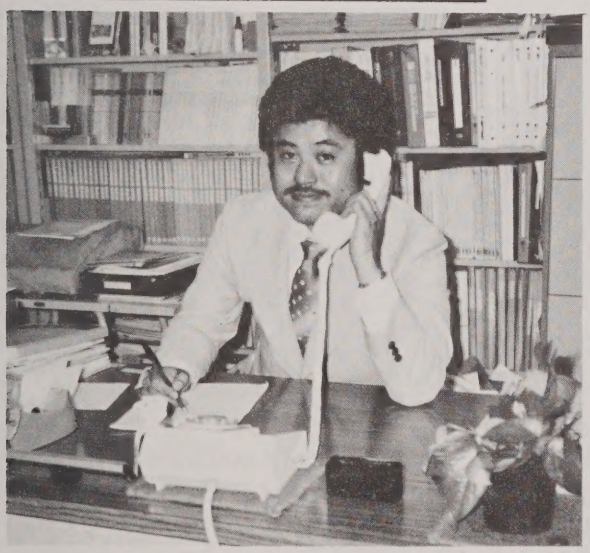
Prior to IDC, Sumiko received her training from a leading business school in Tokyo and

Continued on Page 3

From Page 2

worked for Mitsui & Co. Ltd., a major trading company, for four years. She makes a perfect duo with Yuji on the job and out in the ball park. In high school Sumiko played softball and now only Yuji can catch her screwball pitches! She also enjoys cooking, painting, driving a car, and playing keyboards.

Sumiko Ozawa



Keiichi Maesato

KEIICHI MAESATO (kay-ichi maesa-to) is the newest member of IDC Japan. Keiichi returned from California a little over a year ago. He had worked for ODS, IDC's sales agent in Japan, as a sales representative before joining IDC Japan in April, 1983. Comments Keiichi, "I think I'm very lucky to be a part of IDC. Things I have done so far are promoting and hosting the Tokyo Seminar, editing seminar textbooks, writing articles for the EDP Japan Report, prospecting new accounts, answering inquiries, sending telexes, typing, translating, and maybe a few more things. Have you heard about the seniority system in Japan? Well, being new here, I get to do everything that two other senior staff members don't want to do (just joking). I really like my job and enjoy working with Yuji and Sumiko. I know there will be many more new things coming up, but I don't mind at all. I love challenge!"

When he is not having a good time in the office or out in the field, Keiichi can be found in bars partying with friends or on his university's football field on weekends. He likes all kinds of sports including skiing and baseball. Especially, he admits that he is a football freak.

Keiichi lived in Southern California for almost eight years. During his years there he received his MBA from California University at San Bernardino and worked for several small business concerns where he learned a joy and misery of managing small businesses and people.

IDC

INTERNATIONAL DATA CORPORATION JAPAN
4-7, 1-CHOME, KUDANKITA
CHIYODA-KU TOKYO 102 JAPAN
(03) 264-3179

From Page 1

information and analysis -- IDC is also known for the tremendous buffet luncheon and the rare opportunity for executives to get to know each other. These added features are what make IDC's sessions stand out from the hundreds of other seminars held in Japan yearly. Attendees, including a number of English-speaking guests, enjoyed sessions given by U.S.-based IDCers JACK HART, Director/Pacific Operations, and BARRY GILBERT, Director of the Corporate Planning Service, Electronic Office Research Program, Computer Output Program, and the Communications Industry Research Program. YUJI OGINO, IDC Japan's Managing Director, presented the Japanese information sections.

Attendees enjoyed the luncheon buffet sponsored by IDC. Over 90 key people from various sectors of the Japanese computer industry attended.

People

BOB CHILER, Programmer with IDC's Information Management Group, has announced his engagement to Sharon Cohen. Sharon works for a private educational agency in Worcester, and is originally from New York. The wedding has been set for late August, 1983. Congratulations, Bob!

Congratulations to JAMIE HYDUK of IDC's Enterprise File telephone staff. Jamie was recently inducted as a member of the Phi Theta Kappa National Honor Society at Aquinas Junior College in Newton, Massachusetts. Membership is based on scholarship, professional attitude, and service to the college and community.

New employees

Welcome to MARK CAMARA, IDC's newest Production Programmer with the Park Street data processing center. Mark joined IDC recently following a time with Consumer Value Stores in Woonsocket, Rhode Island where he was involved with programming and systems applications. To date he has coordinated survey analysis and statistical research for several IDC groups. Prior to CVS, Mark worked with Hills Department Stores as a financial applications programmer. Mark received his Bachelor of Science in Business Administration and Systems Management from Bryant College in 1977. He is currently an MBA/Computer Information Systems candidate at Bryant. Mark, from Rhode Island, is single and teaches skiing in Cumberland, Rhode Island, in the winter. During the summer he enjoys surfing, as well as playing guitars, strings, and keyboards. He is also a member of the U.S. Coast Guard Reserve, based out of New Bedford, Mass.

Anniversaries

One-Year Anniversaries

Coralee Pilcher, CWCI
David Trayte, CWCI

Two-Year Anniversaries

Barbara Brown, PCI
Kathleen Heeney, LR
Maureen Sullivan, CWCI

Seven-Year Anniversary

Haines Gaffner, LR

Tenth Anniversary

Our congratulations to KATHY DINNEEN, CW Communications' Director of Market Research, on the celebration of her Tenth Anniversary with our company. Kathy joined CWCI when the group worked above a Chinese restaurant in Newtonville. Initially she worked for the Vice President of Marketing, Neal Wilder. Among her first projects was compiling share of market reports. This involved measuring ad sales from all competitive magazines, as well as Computerworld. Today these reports cover many more publications and are produced by computer.

In time, Kathy joined the Northern Sales District as Secretary to BOB ZIEGEL. Later she returned to market research and has worked full-time for JACK EDMONSTON, Group Vice President/Communication Services since then. Among Kathy's varied duties are developing market statistics for advertising rate cards and handling many research projects for our U.S. publications.

1973 was not Kathy's first exposure to the IDG companies -- she had worked with IDC's Data File group in 1968 researching new company prospects for the file.

Kathy current lives in Sherborn on a "mini farm" with her two daughters and several pets. She is also studying for a business degree at Northeastern University in the evening.

Pictured here is KATHY DINNEEN about to head into Boston for the traditional "Tentn Anniversary Lunch" with Chairman of the Board PAT MCGOVERN. The white limousine trip to the Ritz-Carlton Hotel and lunch takes several hours. Ten-year employees also receive a gold Cross pen and pencil set engraved with their name and the date of their anniversary, as well as a message of appreciation for their dedicated service to the company.

Etcetera

The IDG Personnel Department has on sale for interested employees "The City" coupon booklets. Each booklet contains discount coupons good at a variety of places in and around Boston, as well as a special Cape Cod section. These booklets cost 25¢ each and must be

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From Page 5

purchased in groups of four. You may purchase these from Mary Dolaher of IDG or call her at extension 406.

Since mid-June the thrifty data entry crew from CWCI's Circulation Department has been running a grocery store coupon exchange. The exchange envelope is located in the CWCI lunchroom, and everyone is invited to participate. The only request is that to keep the exchange running, participants are asked to make coupon contributions when they withdraw some.

Classified

BOOKKEEPING CLERK

IDG is seeking an individual for an accounts receivable position in the accounting department. The ideal candidate will be a self-starter, have two years experience in A/R, and be familiar with a computerized accounting system (helpful, but not necessary).

Interested candidates should submit resume and salary requirements to the Personnel Manager of IDG at 5 Speen Street, Framingham, MA 01701. Phone calls will only be accepted from existing employees wishing to apply -- (617) 875-5000, x407.

RESEARCH ANALYST

IDC has an opening for a Research Analyst who will be responsible for conducting primary and secondary research in various areas of the information processing industry; some work will be done independently, some under the supervision of senior members of the research staff. Specific responsibilities will include surveying and interviewing, and data gathering and analysis from published material, including financial information.

Qualifications include: some exposure to the information processing industry; reseach experience in a non-technical area (e.g., marketing, social science) or moderately technical area (e.g., computer applications); ability to work to deadlines with minimal supervision; good numerical skills. Direct experience in market research is highly desirable.

Interested parties should contact Tom Elliott of IDC at 5 Speen Street, Framingham, MA 01701 or call (617) 872-8200, x333.

CREDIT AND COLLECTIONS

The headquarters group for several companies engaged in publishing and market research in the computer industry requires the services of a seasoned credit and collections person. You will have responsibility for monitoring the credit practices and collections for one or more of our companies. The ideal candidate would have 1-3 years experience in collection work. A degree in business and collection experience in publications/newspapers is preferred. Please forward your resume and salary requirements to Susan Damiano of IDG at 5 Speen Street, P.O. Box 1450, Framingham, MA 01701.

PUBLICATIONS OPENING

IDC needs an inquisitive person who is able to analyze industry trends and write succinctly, crunch numbers when needed, and look at the information processing world in new ways. This person should be able to read mumbo jumbo and distill concepts into clear, understandable, interesting prose.

The job entails writing some or occasionally all of the monthly Office Automation Reporting Service newsletter, special reports for that newsletter, and generally pinch hitting for other newsletters as needed. There may be an opportunity to author special sections in other publications, as well as a chance to write direct mail promotion pieces and press releases.

The ideal candidate will be well acquainted with the current industry scene in the OA realm, and have an interest in an area such as specific vendor (IBM, Wang), subsector of the industry (PC, WP), or software. Recent graduates will be considered.

To apply, please send a 250-word article on why data processing should be viewed as a subsector of office automation. Send to Publications Department Box M, International Data Corporation, 5 Speen Street, Framingham, MA 01701.

CAR FOR SALE? ROOM FOR RENT? NEED A RIDE?

IDG Update Classified ads are run free of charge for employees of International Data Group. Each week your ad will be seen by over 500 people in the United States and hundreds more overseas. To place your advertisement, please return this coupon to Bill Sell, Editor, IDG Update, P.O. Box 1450, Framingham, MA 01701 or send it through interoffice mail to IDG, 5 Speen Street.

Your name: _____

Company: _____

Telephone: ( ) _____

How often would you like the ad run --

(maximum of 3 weeks) _____

Text: _____

_____

_____

_____

_____

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Volume 13, Number 20 Week of June 27, 1983

DecisionPoint Seminar Talk Of Telephone Industry

The DecisionPoint Telecommunication Strategy Planning Seminar held recently by Communication Networks, CW On Communications, and the DMW Group turned out to be the key place in the telecommunications industry for professional "Bell Watchers." Some 85 attendees had just settled down to studying the intricacies of future voice and data networks when the news broke about the resignation of American Bell's "super star" Arch McGill.

DECISION POINT 83

Leading industry experts including Richard E. Wiley, ComNet General Chairman and former FCC Chairman; Bill McGowan, Founder and CEO of MCI Communications; and Dixon Doll were instantly hounded by CW Communications newsman and outside print and electronic journalists. On the scene were BRUCE HOARD, Editor of On Communications; BILL LABERIS of Computerworld; and RON FRANK, Editor and Consultant to On Communications and Editor of his own newsletter "The Frank Report."

These speakers were quizzed about their opinions on the industry, the future of the Bell System, etc., and other journalists began to call in to the DecisionPoint site, the University Club, seeking hot interviews.

Bill McGowan, CEO of MCI Communications, speaking at the recent DecisionPoint seminar in New York City. DecisionPoint's full-house sessions were co-sponsored by Computerworld on Communications, CW Conference Management Group and the DMW Group of New York.

A television crew from Public Broadcasting Systems, "The Nightly Business Report," came in at 11:00 a.m. to tape Bill

Continued on Page 3

Spotlight

WNEB Night at the Races

WNEB Night at the Plainfield Greyhound Race Track in Connecticut was June 3, 1983. HAROLD SEGAL, President of WNEB, an IDG affiliated radio station, described the event for the IDG Update: two bus loads of WNEB club members were treated to a night of races at the track a few weeks ago. The Plainfield track eliminated the admission charge and provided free tip sheets to everyone.

The WNEB team was called onto the field and awarded a trophy, as well as the opportunity to meet King Kong, the winning dog of their race. Pictured here are (left to right) a dog handler with King Kong; CHARLIE GLODAS, WNEB Air Personality; J.P. MONDEAU, Local Sales Manager of WNEB; Edward Snell, General Manager of the Plainfield Greyhound track; HAROLD SEGAL, President of WNEB; MIRIAM SEGAL; and TODD CAMPBELL, Operations Manager for WNEB.

Harold Segal, his wife MIRIAM, Sales Manager JOHN P. MONDEAU, and Operations Manager TODD CAMPBELL were also treated to dinner at the track. As a surprise to the group, the seventh race was dedicated to WNEB.

Members of WNEB's "Your Kind of Music" Club enroute to the Plainfield track for an evening of races on June 3rd. An announcement was made at the track about WNEB Night and a slide for WNEB with "Your Kind of Music" along with a G Cleff was displayed throughout the track on closed circuit television.

WNEB is running a Big Band and classic pop singer format, the fastest-growing format in radio today. Harold Segal has started a "Your Kind of Music" club through which members can win tickets to a variety of events including sports and theater. The club now also features "The Entertainer," a newsletter for members.

From Page 1

McGowan's speech and collect comments from the other on-the-scene experts.

Bruce Hoard, Editor of Computerworld on Communications, Dixon Doll of the DMW Group, Bill McGowan, of MCI Communications and Bill Laberis, Industry Senior Editor of Computerworld at the seminar in early June.

"The action really underscored the importance of the conference," said BILL LEITCH, "since users and vendors in that field have to deal with significantly more complex business situations."

NANCY HEDGES was on hand for registration and her usual superb job of back office management. MARILYN CHASTEEN represented The DMW Group on arrangements. LOUISE MYEROW did registrations over the past several months, but stayed in Framingham taking care of our upcoming Executive Microcomputer Conference and Exposition.

People

LARRY BISHOP recently announced the promotion of PAM GENDREAU to Production Services Supervisor, effective immediately. Pam has been coordinating the various activities of the Production Department and is also responsible for the new Wang Office Information System in use for our word processing. Congratulations, Pam!

MAUREEN SULLIVAN, Secretary to CWCI's Classified Department, announced her engagement to Pat Falzone. Wedding plans are set for September, 1984. Congratulations, Maureen!

New employees

Welcome to DEREK HULITZKY, CWCI's recent hire for its Publication Management Trainee Program.

Derek comes to CWCI as a graduate of the University of New Hampshire. While attending school, he was very active in student government and served as production manager and co-editor for student press publications.

He was most recently employed as a management trainee for Stuart Shaines, Inc., while completing course work for his degree.

Anniversaries

Two-year Anniversaries

Lilian Brinkmann, CWCI
Bernell Wright, Link

Three-year Anniversary

Lynne Matthes, PCI

Etcetera

On Saturday, June 25, the Sixth Annual Easter Seals Softball Marathon was held in Framingham. For the second year in a row, IDG was well represented.

On the field that day were both of our company teams -- the IDC Brewers and the CW Swamp Rats. The sun was shining and the bats were booming. When it was all over, IDC won the game 16-10, but the real winners were the children that will be helped by Easter Seals.

The total contribution made by IDG amounts to $654. This money was raised by the players who were:

From CWCI: TOM MONAHAN, LAURA ZUROFF, LISA BURKE, ED SCANNELL, CAROL POLLACK, MARINA BONACCI, KIM ADAMS, TONY BROWN, JEFF PENNETT, and RICHARD PRIANTE.

From IDC: MARK BELL, JOANNE CAPOLINO, HARRY HENRY, LARRY BISHOP, LARRY CARMES, BOB PALUCCI, LINDA SELL, JEANNE DEFLORIO, CINDY LANCILOTTI, MARK SCHULTZ, and MOLLY UPTON.

Thanks to all for a job well done! Special thanks to MIKE HOVAGIMIAN (IDC), MARK SCHULTZ (IDG) and HANK FLING (CWCI) for getting everyone to give up a Saturday for a good cause.

Classified

RESEARCH MANAGER-GUIDE SERIES

There is an immediate opening for a Research Manager in IDC's Guide Series Department. Guide currently focuses on channels of distribution for microcomputers and related peripherals, software, and supplies. The research manager will have responsibility for all research reports, bulletins, and profiles generated within this department. Applicants must have a good understanding of the micro industry (with a focus on marketing and distribution issues), as well as solid research and writing skills. The ability to deal effectively with outside consultants is also very important. Qualified candidates should forward their resume to Ellen Levin, IDC, 5 Speen Street, Framingham, MA 01701.

SENIOR EDITOR/EAST COAST

InfoWorld has an immediate opening for a Senior Editor in the East Coast bureau based in Framingham. Responsibilities will include writing weekly news articles and in-depth feature articles on a regular basis. You will also supervise the work of another InfoWorld writer. Knowledge of the microcomputer industry and journalistic experience a must. If interested, please contact David Needle of CWCI at (617) 879-0700, x330.

RESEARCH ANALYST

IDC's Leasing Planning Service (LPS) has an immediate opening for a Research Analyst. The Leasing Planning Service is an IDC Continuous Information Service designed for computer dealers, brokers, lessors, and investment houses. Responsibilities include DP appraisals, forecasting, computer residual values, tracking the used equipment market, following and reporting on IBM strategy, and supporting the Account Manager and Associate Account Manager in client services.

Qualified candidates will possess strong research and writing skills, organizational talents, and the ability to deal effectively with clients. A bachelors in business, finance, math or related area would be helpful, but not necessary. Qualified candidates should contact Cathy Freeman of IDC, 5 Speen Street, P.O. Box 955, Framingham, MA 01701.

MAILROOM STAFF

CWCI has an immediate opening for someone to work in the mailroom in the processing of mail, collating, delivery of mail and supplies, warehouse storage operation, and other miscellaneous duties. No experience is required, however, a drivers license is necessary. You will be part of a staff of four in CWCI's medium-sized busy company. To apply, please call Lisa Burke of CWCI at (617) 879-0700, x373.

INTERNATIONAL DATA GROUP ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER WORLD DO BRAZIL ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD JAPAN ■ COMPUTER WORLD MEXICO ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ CW PUBLIKATIONEN GMBH

IDG UPDATE

■ IDC ASIA LIMITED/HONG KONG ■ IDC RESEARCH AUSTRALIA ■ IDC EUROPA LTD/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND GMBH ■ IDC IBERIA ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC SCANDINAVIA ■ INFOWORLD ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LE MONDE INFORMATIQUE ■ LINK RESOURCES ■ PC WORLD COMMUNICATIONS

Volume 13, Number 18 Week of June 13, 1983

China Computerworld Wins National Recognition; Inaugurates Expanded Building

China Computerworld, CW Communications' joint venture with the Ministry of Computers and Electronics in The People's Republic of China, was recognized as one of the most successful joint ventures in China recently by the Ministry of International Economy and Trade.

The Minister of International Economy and Trade of the PRC, Mr. Chaw Mu Hau, visits presentation by China Computerworld Company. On his left is Mr. ZHANG, Chairman of China CW, and on his right is Mr. CHEN, General Manager of China CW.

China Computerworld set up an exhibition of its activities in the worldwide Computerworld publication network. The presentation was visited by the Minister of International Economy and Trade, Mr. Chaw Mu Hua, and the Chinese Head of State, Premier Chao.

According to CHEN MINGKUN, General Manager of China Computerworld, the publication is the most widely read technology publication in China, and it continues to exceed its sales plan in advertising and subscriptions each month.

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ISPS Hosts Special Interest Sessions

A new feature for IDC's Information Systems Planning Service (ISPS) clients is the Special Interest Group Session. These round-table workshops are scheduled for six North American cities this year, and are being coordinated by Account Manager STEPHEN JOSSELYN. "In each city, two or three IDCers will speak on a variety of subjects. Joining the group will also be a speaker from a local client

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Spotlight

IDC's Information System Planning Service

CHARLIE GRECO is Director of IDC's Information Systems Planning Service (ISPS) and the Leasing Planning Service (LPS). Charlie is responsible for all client service activities in the United States and Canada. IDC's ISPS group provides strategic planning, technology assessment, market research, and data processing consultation for a major selection of

Charlie Greco

Fortune 500 companies and other large DP users. ISPS information is used by clients in decision-making regarding hardware, software and services, acquisitions, and development.

Prior to joining IDC, Charlie was Hardware Coordinator for the First National Bank of Boston and was responsible for the acquisition disposition, financing, and contracting of electronic data processing equipment for the Bank and its subsidiaries.

HERB CABRAL has been with IDC since 1980 and is an Account Manager with primary responsibilities for West Coast ISPS clients. Prior to IDC, Herb spent more than 10 years in Computer Operations for PHI Computer Services, Stop & Shop Companies, and CALLDATA Systems, and in 1980 was one of the only IDCers to have seen and operated a computer.

Herb Cabral

When not at IDC, Herb can be found viewing or participating in various sports, enjoying 35mm or video photography of his favorite subject -- daughter Jill -- and doing the chores all homeowners hate. Herb, his wife Patti (who is the best softball player in the house), his daughter Jill (who he claims unbiasedly is the prettiest girl in the world), and dog Fonzi reside in Stoneham.

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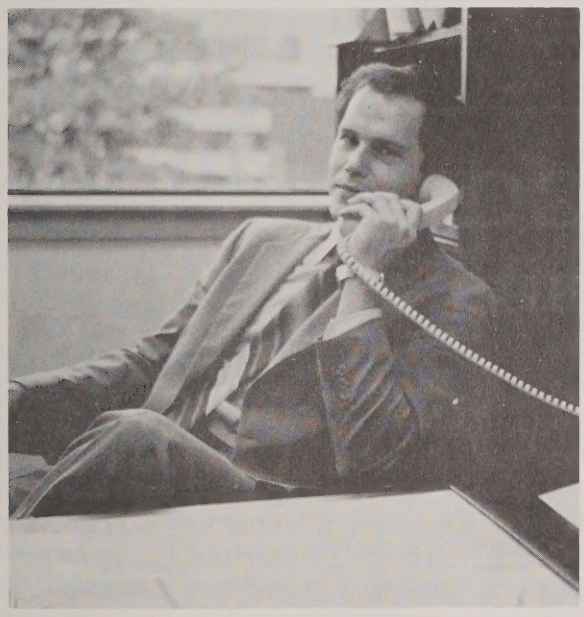
From Page 2

JACK ARMSTRONG joined IDC in January, 1982 as an Account Manager for ISPS. He services clients in the country's bread-basket, the Midwest. What could be more appropriate for an ex-farmer with an all-American moniker. Jack no longer counts sheep, but spends his work hours counting MIPS, reviewing software, and advising MIS managers on management issues.



Jack Armstrong

Raised in New York on Long Island, Jack attended Tufts University where he received his BS in Math and Economics. He has lived in the Boston area since 1978. In his spare time, Jack enjoys mixing drinks and masquerading as his namesake. He hates to jog and insists he gets plenty of exercise running between phones and meetings.

Summers are spent playing softball, hiking, and making infrequent forays to the beach. Tired of life without pain, he has recently taken up gorilla skiing to go along with basketball as a winter pastime.

JOE PIERCE is the ISPS Account Manager responsible for the majority of Federal Government accounts. In this position, Joe works closely with IDC's Federal Division office in Washington, D.C.

Before joining IDC, Joe was Manager of Customer Assistance for Digital Equipment Corporation, and has worked for the Federal Government in the areas of research and data processing.

Joe Pierce

STEVE JOSSELYN joined IDC in December, 1982 as the Account Manager for the Eastern Region. Prior to IDC, Steve worked with Stop & Shop Companies in their Information Systems Division for approximately 10 years. While at Stop & Shop, his responsibilities ranged from production control and scheduling all computer time to customer service manager, disaster recovery planning and computer center security management. Steve currently coordinates ISPS' Special Interest Group Sessions -- the third session was held last Thursday (see related story, this issue).

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From Page 3

Stephen Josselyn

Marilynn Raineri

With IDC since 1981 is MARILYNN RAINERI, Associate Account Manager working for Jack Armstrong. Marilynn holds a BA from Wheaton College, an M. Ed. from Boston College, and is currently taking a variety of business courses at Bentley College.

Marilynn is one of the "lunchtime exercise crew" who travels to the YMCA in jogging suits several times a week. Her interests include finding new ice cream treats and playing video games.

CHUCK GAUDET joined IDC in June, 1981. Chuck supports Steve Josselyn in servicing ISPS clients in both the Eastern United States and Canada. In his search for The Holy Grail, Chuck insists he makes every day an interesting one for his boss.

Chuck Gaudet

Chuck is a graduate of the Wharton School at the University of Pennsylvania. While at Penn, he earned varsity letters in both football and hockey. Chuck enjoys all sports, classical music, and the ballet.

DIANE FLIS, an Associate Account Manager for ISPS, is responsible for the happiness of most of the government clients. Diane works closely with the Federal Division in Washington and is very thankful for Rolm's speed code system.

A native of Farmington, Connecticut, Diane received a BS degree from the University of Rhode Island and is currently working toward her MBS at Bryant College.

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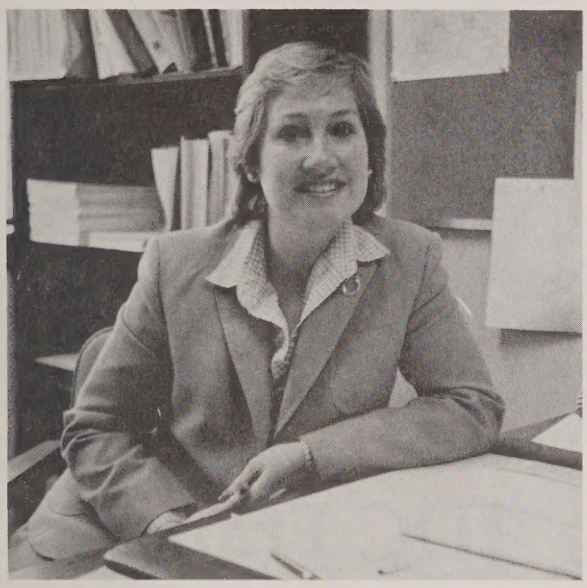
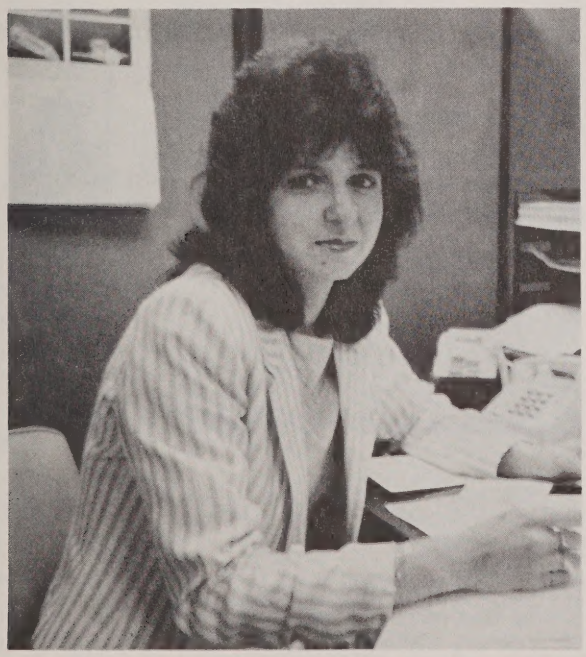
When spare time permits, she enjoys golf, sailing, and cross-country skiing.



Diane Flis

CORINNE KODY joined the ISPS group earlier this year as a Research Analyst. Corinne and her husband Bob spend much of their weekend time with their two golden retrievers and renovating a handyman's special in Webster, Mass.



Corinne Kody

Leasing Planning Service

CATHY FREEMAN is Account Manager, Leasing Planning Service. With IDC since November, 1981, she has also worked as a Research Analyst for LPS. Cathy earned her BA from the University of New Hampshire and an MBA in Finance from the University of Miami. Cathy's interests are compulsive eating and exercise.

Cathy Freeman

SANDRA BROWN is an Associate Account Manager with the Leasing Planning Service. Sandra joined IDC in 1982 as a "floating" research analyst, assisting ISPS and LPS programs. She currently is working full-time supporting Cathy Freeman with LPS clients.

Sandra holds a Bachelors degree in Business Management from the University of Massachusetts at Amherst. When not working, her interests include "eating and thinking about joining exercise class."

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From Page 5

Sandra Brown

From Page 1

China Computerworld

The growth of China Computerworld required that the company double its office space by constructing a new wing to its office building in Beijing. The China Computerworld staff of 30 people inaugurated their expanded 12,000 foot facility last month.

Mr. Chen said, "At the recent CWCI International Managers Meeting, PAT MCGOVERN set an objective for us to reach $8 million in revenue by 1990. We will do our best to reach this wonderful goal!"

China Computerworld's enlarged office building in Beijing.

From Page 1

Special Interest Sessions

to talk about their experiences," said Steve. Over 50 people attended last Thursday's session in New York where the local speaker was from Manufacturers Hanover Trust. Some of the topics to be presented are: Distributed Resources and Local Area Networks, Small Systems Market Trends and Office Automation Strategies. Among the IDCers who have spoken at the sessions are WILL ZACHMANN, JOHN GANTZ, and TOM WILLMOTT.

IDC France Briefing Session

Over 250 key industry people attended the Paris briefing of IDC's European Briefing Sessions last month, held May 9th at the Paris Intercontinental Hotel.

Pictured here at the head table are (left to right): PETER ROWELL of IDC; Jean-Herve Lorenzi, Technical Advisor at the French Ministry of Industry; PAT MCGOVERN, Chairman of IDC; Andre Truong Trong Thi, Founder of R2E, the first French company to market microcomputers in France; and YVES DELACOUR, Managing Director of IDC France. Andre Truong Trong Thi gave the luncheon address on "Entrepreneurs in France."

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Mike Reidy, Simon Pearce, Alain Joveniaux, IDC France Marketing Manager, and Jack Hart, IDC Director/Pacific Operations.

Etcetera

Road Race Challenge

On Thursday, September 15, 1983 the annual John Malloy Road Race will be held along the Charles River (4.3 miles). The CWCI Road Racing Team (members as yet unknown) challenges IDC and IDG to field teams for this event.

Awards, rewards, and some good fun! We'll work out some team prizes and scoring, etc., after we find out how many are interested. NO excuses either -- you have 3-1/2 months to get in shape!

CWCI runners please respond to team captain and coach, MARY MORRISSEY. IDC and IDG runners will have to appoint their own leaders (you all should be way ahead in your training, after all, you have the track!).

Anniversaries

One-Year Anniversary

William Flynn, IDC

Three-Year Anniversary

Robin Silverman, IDG

Five-Year Anniversary

Susan Dovi, CWCI

Ten-Year Anniversary

Jack Edmonston, CWCI

Tenth Anniversary

Congratulations to JACK EDMONSTON on his Tenth Anniversary with IDG! Jack, CWCI's Group Vice President/Communication Services, joined Computerworld after working at an advertising agency on our account for five years. Since joining us in

1973, Jack has handled a number of projects including running a form of an "in-house" advertising agency. Jack currently oversees the activities of a wide range of operations including sales promotion, market

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From Page 7

research, direct marketing, subscription promotion, conference management, and broadcasting. These groups have each developed into separate departments over the past years, with several dozen employees.

Jack recently dined with PAT MCGOVERN at the Ritz-Carlton in Boston. Pictured on the previous page is Jack about to be whisked away on the traditional limousine ride to Boston.

Classified

COPY READER

CWCI has an opening in the busy Editorial Department for a Copy Reader. Duties will include: proofreading page proofs, headline writing, editing news copy for grammar and consistency, and working with an electronic CRT-based computerized editing system.

A sharp eye for detail and the ability to work under the pressure of daily deadlines are required. An excellent grasp of spelling and English grammar is a must. Experience on electronic editing systems is preferred. Computer experience is helpful, but not necessary.

Please send your resume, including salary requirements, and a one-page sample of expository writing (no calls, please) to Donovan White, Chief Copy Editor, Computerworld, 375 Cochituate Road, Box 880, Framingham, MA 01701.

PUBLICATION MANAGER

Saudi Computerworld requires an energetic and adventurous person to be General Manager of the newly formed CWCI joint venture headquartered in Jeddah, Saudi Arabia. This person would work with the Editor in establishing all aspects of the publishing operation for this monthly magazine including editorial, production, advertising sales, and circulation. It is a unique opportunity to quickly gain a great deal of experience and hone management skills for someone with an entrepreneurial spirit and a desire to build a career in publishing. As most business activities are conducted in English and many industry participants expatriates, bilingualism, (Arabic/English) although a plus, is not essential. A minimum two-year commitment is desirable. The attractive compensation package includes housing and transportation allowances.

Please send resume to Tim McNeill, VP-Corporate Development, International Data Group, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701, or call (617) 875-5000, x417.

CWCI SPECIAL PUBLICATIONS SECRETARY/ASSISTANT

CWCI's Special Publications Department needs a Secretary/Assistant. Must wear many hats.

Responsibilities include: secretarial duties, typing, letters, memos, etc.; record keeping-budgets/expenditures, Special Publications sales statistics, customer and prospect lists, Special Publications share of market statistics, maintaining Special Publications files (filing of competitive publications and show information, etc.); travel plans and arrangements for all members of the department; project work for national accounts managers-special mailings, interfacing with the regional Computerworld sales offices, compiling customer and prospect lists research, etc.

The Special Publications Department is small but growing and fast moving. We need someone who takes their work seriously, can grasp new concepts quickly, and execute their work with minimum supervision. Those interested should contact Bob Ziegel, VP-Special Publications of CWCI, at (617) 879-0700, x444.

CREAM PUFF FOR SALE

1975 Dark Blue, Fuel Injected VOLVO Deluxe. A/C, electric windows, sunroof, AM/FM cassette, new alternator, regulator, and all new brakes. Runs excellent, great treads. Asking $2,800 firm. Please call Jim Pernoc of CWCI in Framingham at (617) 879-0700, x373 days, or evenings at (617) 344-8143.

CAR FOR SALE? ROOM FOR RENT? NEED A RIDE?

IDG Update Classified ads are run free of charge for employees of International Data Group. Each week your ad will be seen by over 500 people in the United States and hundreds more overseas. To place your advertisement, please return this coupon to Bill Sell, Editor, IDG Update, P.O. Box 1450, Framingham, MA 01701 or send it through interoffice mail to IDG, 5 Speen Street.

Your name: _____

Company: _____

Telephone: ( ) _____

How often would you like the ad run --

(maximum of 3 weeks) _____

Text: _____

_____

_____

_____

_____

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_____

INTERNATIONAL DATA GROUP ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER WORLD DO BRAZIL ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD JAPAN ■ COMPUTER WORLD MEXICO ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ CW PUBLIKATIONEN GMBH

IDG UPDATE

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Volume 13, Number 17 Week of June 6, 1983

Saudi Computerworld — Our 24th Sister Publication

Saudi Computerworld, our 24th Computerworld sister publication, has been launched! According to TIM MCNEILL of IDG, "The launch was very successful. Saudi Computerworld is the first computer industry publication in Saudi Arabia, and it will appear as a bilingual publication." The introduction took place at the Saudi Business '83 Show, held May 1-6 at the al-Dhiafa Exhibition Center in Riyadh. OMAR DUSUKI has been named Editor of the new monthly.

Saudi Computerworld was very well received at the Saudi Business '83 Show last month. Pictured are Dr. Mahmoud Mohamed Safar, Deputy Minister for Higher Education receiving a copy of Saudi Computerworld from Ramzi Salha (second from right) of Tihama, our joint venture in Riyadh, and Tim McNeill of IDG (far right).

Saudi Computerworld has two front covers -- one for the English section reading left to right, and one for the Arabic section reading right to left. Saudi Computerworld will not only be sold in Saudi Arabia, but also in many other Arabic countries.

Spotlight

CWCI's Classified Advertising Group

ROY EINREINHOFER is the Vice President of Marketing for CW Communications. In this role, Roy is responsible for the overall marketing strategy for Computerworld, and serves in an advisory capacity for the other publications. Reporting to Roy

Roy Einreinhofer

are customer service functions at CWCI (FRANK COLLINS, Corporate Advertising Coordinator; DIANA LA MURAGLIA, CW International Marketing Services; and BILL MILLS, Classified Advertising Manager). In addition to these areas at CWCI, Roy works with the other publication managers in planning trade show participation and other related activities. He has been with CWCI since September, 1975.

Roy resides in Sudbury with his wife, Jo-Ann, children David, 13 and Donna 10, a handful of tropical fish, and at least one white mouse. Since both children are involved in competitive swimming, many weekends are spent at pools throughout the New England area either officiating at, or attending U.S. Swimming sanctioned meets. Spare time is filled with the normal chores and duties of the suburban home owner, broken by the occasional participation in a 10K race or a rather shaky game of tennis.

Mary Morrissey

MARY MORRISSEY is the Administrative Assistant to the Vice President of Marketing and has been with CWCI since September, 1977. In this role, Mary is responsible for much of the detailed activity which goes on behind the scenes of CWCI's sales effort.

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Mary handles the coordination of the various publications in the thirty or so trade shows attended each year. This includes arranging for exhibitor staff badges, hotel rooms, show guide listing, ordering distribution copies of the publications, and making sure that the right supplies and materials have been ordered for each exhibit. Another of her pet projects is the care and feeding of the Computerworld promotional mailing list. This means keeping on top of the changes and additions submitted daily by our 18 person field sales force (there doesn't seem to be any deletions, only adds and changes).

In her spare time she handles the secretarial functions for the CWCI Marketing Department, serves as advisor and mother superior for a large number of our staff members, and generally keeps the Advertising Department running on an even keel.

Mary is in the process of relocating to Needham with an undetermined number of her eight children.

BILL MILLS, the "General," or CWCI's affectionate name for him, Ziggy, has been Computerworld's Classified Advertising Manager for almost four years now. Rumor has it his middle name is "Computer" because he knows the ATEX system better than most of the people from ATEX (ATEX even calls him from Sweden!). Bill is always up for a good story and he and Maureen can keep the department in stitches with their banter.

According to Bill, he cannot share his hobbies with us but he is known to coach his son's baseball team and put lovely designs out of the diablo (he's in charge of our interior decorating). He also has a side occupation of fashion reviewer and is competing with Dean Blackwell for his job.

Bill Mills

On the serious side, Bill has turned a run-of-the-mill ATEX advertising and billing system into a sleek custom model for CWCI's special needs. His talents are unlimited. Many a time a problem has been presented, after a "give me a minute" he usually comes up with a solution that nobody thought the computer could even do.

All in all, Bill is Classified's driving force and can't imagine (or want to) what it would be like without him around.

SUE STEVENS, Assistant Classified Advertising Manager, has been with Computerworld for three years. Very knowledgeable on the ATEX system, her

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From Page 3

responsibilities are extensive and extremely important to keep things running smoothly for all departments.

Sue is attending Bentley College where she is working on getting her Master's Degree in Business.

Sue Stevens

She celebrated her birthday on May 23rd (we won't say how old) with a very embarrassing belly-gram, given to her by the department. It was very memorable, if nothing else.

Sue can be found floating around the building at any given time, but can usually be found in the "bunker" running reports for everyone and anyone. When not running reports or fixing a problem with the system, she can be seen sneaking a little hug from VJ, the department mascot, or receiving flowers from her "secret admirer."

Her hobbies include embroidery, dancing, "crash-testing cars," and appearing in court.

AL DEMILLE is the National Recruitment Sales Manager for Computerworld. He just celebrated his third year with us after spending many years at the Boston Herald. When not on the phone setting up meetings with clients and promoting Computerworld, Al is on the road traveling to most parts of the country giving prospective advertisers the "Al DeMille Hard Sell."

Al DeMille

Al attends most personnel and recruitment shows, and sometimes it gets pretty tough to keep track of his whereabouts.

When not working and traveling, Al loves to jog around the beach near his home in Manchester-by-the-Sea, or taking a weekend trip to Vermont.

Al has two children, Wendy and Ted, and photography is one of his hobbies.

His motto: SELL, SELL, SELL.

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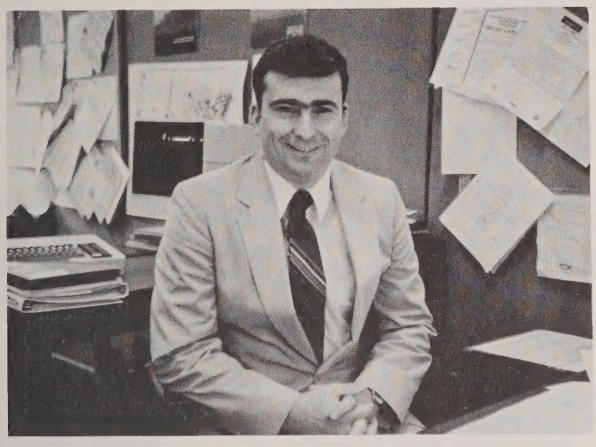
From Page 4

BILL CADIGAN has been selling classified and recruitment ads for CW Communications for the last two years (he has the holes in his shoes to prove how hard he's been working!).

When not in Boston, Bill is in such exotic cities as Fargo, North Dakota pushing Computerworld and ISO World.



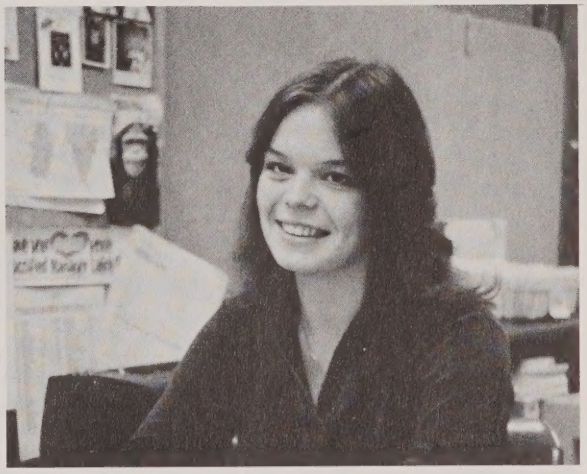
Bill Cadigan

Bill was formerly the ad manager for the Belmont Citizen and also worked for several years as a telephone ad taker at the Boston Globe.

Bill, his wife Dianne, and son Jack Barry live in Woburn and look forward to spending long weekends at their family's lakeside cottage in New Hampshire this summer.

Bill enjoys golf, and has recently started on racquetball. He's not quite a pro yet, but you can ask Doug Hersey of the CWCI Billing Department about his progress.

MAUREEN SULLIVAN's official title is Classified Department Secretary, but it would be better to call her Jack of All Trades with a minimum amount of notice. She's been with CW almost two years. On a regular basis she's responsible for the enormous amount of correspondence that leaves the department, but she can also be seen making space reservations and taking an occasional ad over the telephone. Her favorite activity is trying to decipher correspondence and phone conversations with some of our customers that tend to be a little "foggy" with their requests.



Maureen Sullivan

Maureen also has the honor of tracking down Bill Mills or Sue Stevens for messages (no easy task) and putting together "mass" mailings for Al DeMille and Bill Cadigan (could you send out 500 of these by 5?). She is also supposed to know who's where when, unfortunately these four tend to forget to tell her.

Moe (the department's nickname for her) is queen of the comeback. This week alone she's gotten three good "zings" at the boss (and it's only Tuesday). Her favorite past times of late are decorating her new apartment, mastering needlework under Cindy's watchful eye, cooking up some type of mischief with Linda, and sleeping.

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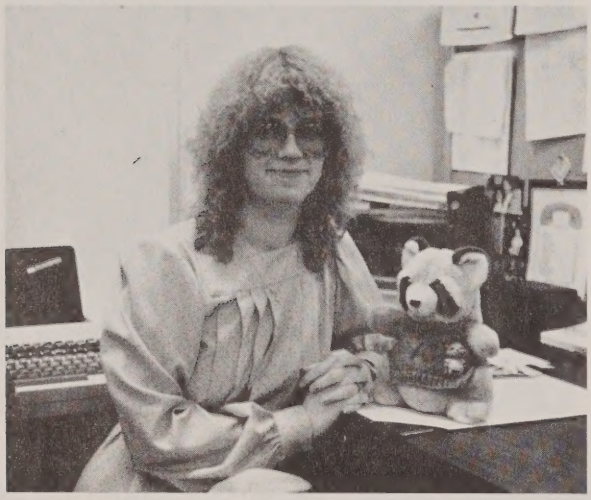
CINDY DELANY has worked for Computerworld for three years and has been with Classified since November of 1981. Her responsibilities include handling recruitment advertising agencies, doing the layout for the recruitment section each week, and she is becoming quite handy with the ATEX system. Other than that, we just let her handle all the unhappy customers (not that we have unhappy customers!).



Cindy Delany

Cindy was promoted to Classified Advertising Supervisor in January of this year. There is a rumor that she is being made into Sue's clone, the poor girl! (Cindy that is). She can usually be found over in the Production Department giving somebody a hard time, or in Classified mothering VJ. Another favorite past time is being Classified's liaison with the Credit Department of IDG (better known as the Czar).

Cindy is also creative when it comes to giving gifts. She rarely gives a gift that hasn't been handmade. She's the "creative consultant" to all when a project is in the works. She usually comes up with an easier way to do things, and if not, she'll just offer to do it for you! She's also the one that handles coordination of department events (the belly dancer being the most recent).

BARBARA HILL joined CWCI in April of 1981 as part of CW's Classified Telephone Sales Force. Six months later, Barb's responsibilities became customer service related which included serving the needs of the Buy-Sell-Swap clients and agencies.

Barbara Hill

Originally from New York, Barb has been living in Worcester for the past eight years after leaving her parents home in Marblehead to begin college. In 1979, Barb earned her BA in English at Worcester State College after completing her Associates in Business Journalism at Becker Junior College.

"Never buy a Chevette." Barb just had a new engine installed in her 1981 car. She has never minded the ride to Worcester as much as she has the past three weeks. Three hours spent every day on the bus is too much to cope with. As soon as she gets her car back, she is engaging

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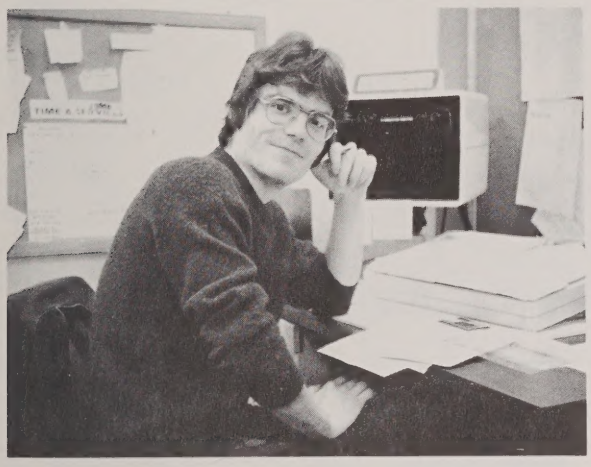
From Page 6

in one of her favorite past times and hitting happy hour.

When Barb is not exercising at Gloria Stevens, she and her husband Dave enjoy both indoor and outdoor activities. This summer they can both be found at his parents' house on Cape Cod.



Gary Duncan

Hi. My name is GARY DUNCAN. You may have seen me around. After all, I've worked in the Classified Production Department for three and a half years. I typeset and proofread classified ads, typeset and proofread classified ads, do a little paste-up, typeset and proofread classified ads, write and design filler and promotional house ads, and typeset and proofread classified ads. In my spare time, I don't usually typeset and proofread classified ads.

I like to write, paint, and play my guitars (acoustic originals and rehashed rock). Someday I hope to have enough spare time to raise one of these pasttimes from the depths of mediocrity.

I'm also into jogging, and I like the Three Stooges despite my BA in English and certificate in writing from Framingham State College. In fact, when I'm not busy, I can be seen hanging around with Moe, Larry, and Curley, Julie and Bill.

I've just moved from Holliston to Framingham and ...oops!... I've got to go typeset and proofread some more ads now. Nice talking to you. See you later.

Colleen Westcott

COLLEEN WESTCOTT is one of the quieter members of Classified, however, given the opportunity she usually comes out with carefully worded comebacks. Colleen just celebrated her second anniversary with CW and with her husband, Tom (she came back from her honeymoon to CW!).

As a star member of the Production Department, Colleen can be found putting the finishing touches on one of her creations or copy changes on an ad. She works best in the solitude of her Sony Walkman. Other office specialities include running the pick-up report (one of her favorites), printing uncountable numbers of insertion orders, laying out the Bulletin Board and receiving early morning phone calls (she comes in

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From Page 7

at 8) with requests of reports to be run.

Away from the office, rumor has it she holds massive barbecues (anybody want a hot dog or hamburger roll?). She also can be found being dragged behind her husband's boat (waterskiing, of course).

LINDA KELLEY joined CW in January of 1982, also as part of the Classified Telephone Sales Force. Her main duty is to take ads (1/2) coming in over the phone. When Linda is not busy with that, you can find

Linda Kelley

her digging up new leads for Classified and making contacts.

Linda is a 1981 graduate of Roger Williams College in Bristol, Rhode Island where she received her BS degree in Marketing. She's lived in Wellesley for the past 11 years, and recently left the nest to live in a luxury apartment in Framingham with roommate Nancy and pet cat (or dog, we haven't decided) "mitten."

In her spare time, Linda works out at Women's World and likes to go dancing at "The Metro," as long as someone else drives -- she doesn't have much luck with cars, they seem to get hit or stolen when in Boston!

You can usually catch Linda at Uno's a few nights a week (working, or course).

JULIE SULLIVAN began her career at Computerworld almost five years ago in the Classified Advertising Department. After a brief stint in ROP, she regained her senses and returned

Julie Sullivan

to the fold and the Classified Department. Presently, Julie is "soliciting" using the company telephone in the legitimate business of Classified Telephone Sales.

In her spare time, Julie takes singing lessons (soon to launch a second career by singing at a wedding in November), loves to dance, and makes an infamous rum cake (just a whiff will make you drunk -- she has documented proof).

Her beautiful daughter, Lynn, is going to enchant all the

Continued on Page 9

From Page 8

boys at Newton High this September when she enters the 10th grade. Julie and Lynn live in a terrific new apartment in Newtonville guarded by their faithful watchdog "Buttons."

VJ

VJ is without doubt the most important member of the Classified Department. He arrived one cold November day after being abandoned at Folio '81 (actually he was a free give away). Naturally, with a face like his, he was immediately adopted by his Classified foster family.

Lately, VJ takes pleasure in the solitude of a corner of Cindy's cubicle. He has been known to be the victim of some unkind actions by department members who like taking their aggressions out on defenseless stuffed animals. Cindy's corner does offer some protection.

Although he's very young (not even two), he has been known to solve a department problem or two and he always has an attentive ear. If you see him out of his corner sitting on someone's desk, it's usually the tell-tale sign their having a bad day and need a quiet listener, no one fills the bill like VJ!

People

Congratulations to HIRO IRIE and his wife on the arrival of their third child, a baby girl named Hiromi. Hiromi was born on May 14th at 10:59 a.m. She weighed in at 7 pounds 1 ounce, and 21 inches tall. Hiro reports that both mother and baby are doing fine.

Anniversaries

Two-Year Anniversaries

Chuck Gaudet, IDC
Patricia Keefe, CWCI
Barbara Murray, IDC
Marilyn Ranieri, IDC

Three-Year Anniversary

Debbie Dahmer, CWCI

Four-Year Anniversary

Carol Famosi, IDG

Ten-Year Anniversary

Lois Green, IDC

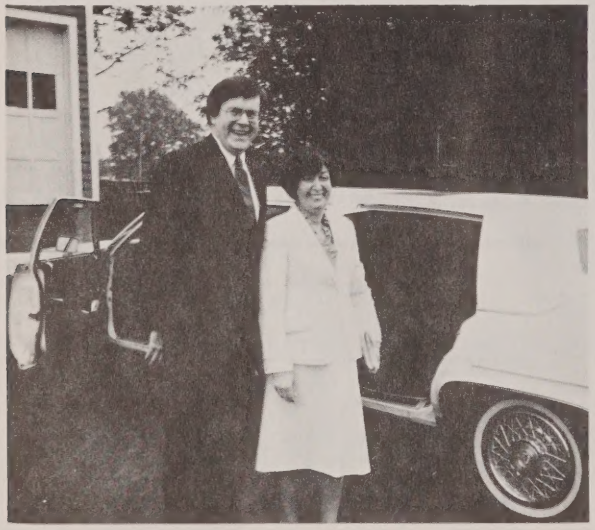
Continued on Page 10

From Page 9

Tenth Anniversary

Congratulations to LOIS GREEN on the celebration of her ten years with IDG companies. Lois, a member of IDC's Data Processing Department, has worked as Group Secretary since 1973.

Lois is actually "information central" of the department, keeping track of the status of data processing jobs. The department, located in downtown Framingham about four miles from IDC's Speen Street office, maintains the Computer Installation Data Files, the Enterprise File, and various IDC administrative and research programs.



Lois, pictured here with Chairman PAT MCGOVERN, was the recipient of a gold pen and pencil set, as well as lunch with Pat at the Ritz-Carlton in Boston. And yes, they did take a stretched limo into town.

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* * * CORRECTION * * *

CHERYL GELB of CWCI has been with us for nine years, not five as reported last week. Sorry for any confusion this may have caused, Cheryl!

Classified

COPY EDITOR

We have an immediate opening in our busy Editorial Department for a Copy Editor to edit and process feature-length manuscripts for two CWCI special publications. Duties will include: editing full length manuscripts from contributing authors for grammar, consistency, and style; headline and caption writing; specifying typefaces; proofreading and signing off page proofs; working with the Editor on page layout; interfacing between the production and editorial departments; working with an electronic CRT-based computerized editing system.

A sharp eye for detail and continuity is required. An excellent grasp of spelling and English grammar is a must. Experience on an electronic editing system is preferred. Computer experience is helpful, but not necessary.

To apply, please send your resume to John Whitmarsh, Editor of Computerworld, at 375 Cochituate Road, Framingham, MA 01701.

MANAGING EDITOR

An immediate opening for a Managing Editor is available at InfoWorld. Responsibilities will include day-to-day editorial activities including managing writers, story assignment and acquisition, planning and writing. Candidates must have journalism experience and technical expertise with all aspects of microcomputers.

To apply, please send your resume to Maggie Cannon, Editor-in-Chief of InfoWorld, at 530 Lytton Avenue, Palo Alto, CA 94301.

ADVERTISING TRAFFIC COORDINATOR

Computerworld has an opening in its Display Advertising Department. The position coordinates the advertising function between clients, agencies, salespersons, and our in-house production department. Duties include heavy telephone contact; receiving, checking, and returning advertising materials; booking and confirming insertion orders by salesperson; filing, and other general office duties as required. Knowledge of a keyboard is essential as use of a computer terminal is required. You must be service oriented, detail conscious, and possess strong organizational skills. The ability to work independently while functioning in and contributing to a close-knit department is essential. This is NOT a marketing position. Please send your resume and cover letter to Frank Collins, Corporate Advertising Administrator, at CWCI at 375 Cochituate Road, Framingham, MA 01701. Phone calls will not be accepted.

FOR SALE

Clarion AM-FM stereo car radio, with push buttons. Was original equipment in RX7. Mini chassis should fit most cars. Price $25. Call Mark Schultz of IDG at (617) 875-5000, x413.

FOR SALE

1982 Datsun 280ZX. White with red leather interior. Fully loaded. Stored during winter. 14,500 miles. Immaculate. $13,000. Call Mike days at (617) 875-5000, x423, evenings at (617) 899-5187.

INTERNATIONAL DATA GROUP ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER WORLD DO BRAZIL ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD JAPAN ■ COMPUTER WORLD MEXICO ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ CW PUBLIKATIONEN GMBH

IDG UPDATE

■ IDC ASIA LIMITED/HONG KONG ■ IDC RESEARCH AUSTRALIA ■ IDC EUROPA LTD/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND GMBH ■ IDC IBERIA ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC SCANDINAVIA ■ INFOWORLD ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LE MONDE INFORMATIQUE ■ LINK RESOURCES ■ PC WORLD COMMUNICATIONS

Volume 13, Number 16 Week of May 30, 1983

Wayne Green, Inc. Merges With CWCI

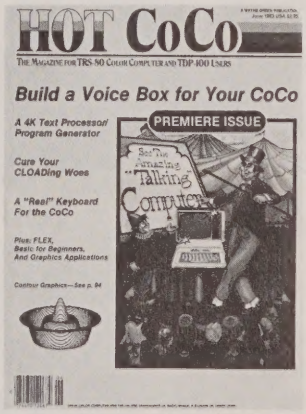
PATRICK MCGOVERN, Chairman of IDG, announced on May 20th an agreement on a letter of intent to merge Wayne Green, Inc. with CW Communications/Inc.

Wayne Green, Inc. is a leading publisher of magazines for the personal computer field. The Wayne Green publications include: Microcomputing, Desktop Computing, 80-Micro, inCider, HotCoco, and 73 magazine.

Microcomputing, with 85,000 paid circulation, was started in 1976 and is aimed at people who have computers and want to keep up with the whole field. Desktop Computing focuses on information-oriented articles for business and professional users, written with the layman in mind.

80-Micro was launched in 1979 and today has 130,000 subscribers. 80-Micro was Wayne Green's first machine-specific magazine. It is published for users of the TRS-80 computer.

1982 marked the launch of inCider, for Apple users (80,000 paid circulation), and their newest magazine, launched recently, is HotCoco, for Tandy/Radio Shack color computer


HOT CoCo
Build a Voice Box for Your CoCo
A 4K Text Processor/ Program Generator
Care Your CLOADing Woes
A "Real" Keyboard For the CoCo
PREMIERE ISSUE
Talking Computers

users. HotCoco already has 35,000 paid circulation.

In addition to magazines, Wayne Green, Inc. also publishes magnetic diskette versions of the programs listed in their magazines and they have published more than 40 books on personal computing.

Continued on Page 5

Spotlight

IDC's Production Department

LARRY BISHOP is IDC's Production Manager. With IDC since 1982, Larry oversees the operation of the Production Department and the Mailroom. "We handle report proofreading, production, and printing in this department. During 1983, we expect to process over 600 documents for many departments," said Larry.

Larry Bishop

Larry also has corporate responsibility for word processing. Recently, he coordinated the successful installation of a Wang OIS-140-3 System. "Did you know that IDC printed over 4,200,000 pages worth of reports and memos in 1982?" In the position of Production Manager, Larry interfaces with printers, checks the status of orders, and writes the purchase orders for everything that is printed.

When not at IDC, Larry enjoys time with his children, especially Little League baseball. He enjoys many other sports as well.

PAM GENDREAU is IDC's Assistant Production Manager. Since joining IDC in August of 1981, Pam has held several positions in the Production Department. Among her current duties are monitoring and managing IDC's new Wang word processing system, and acting as the key operator for the system.

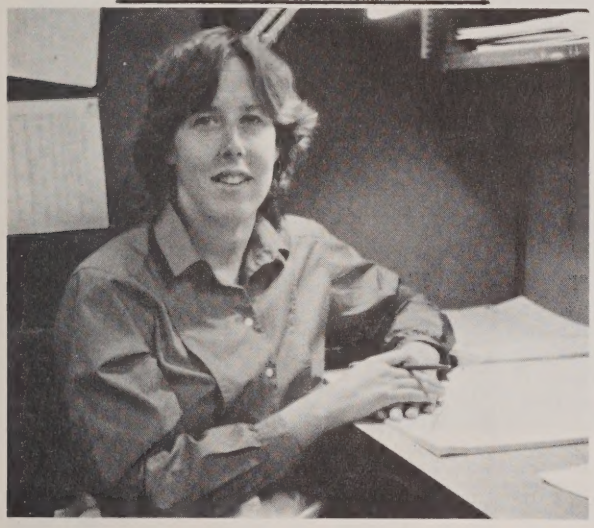
Pam Gendreau

Pam is a graduate of Katherine Gibbs in Boston, and is currently working toward an MIS degree at Northeastern University.

Continued on Page 3

From Page 2

Before coming to IDC, Pam worked at IBM and Raytheon. Her spare time activities include skiing, hiking, and watching softball. Pam and Laurie Kelliher run what is known as IDC's "plant hospital" and try to revive any of our employee's ailing plants.



Kathryn Reith

KATHRYN REITH is IDC's Copy Editor. Kathryn, a graduate of Brown University, proofreads the reports produced by the various programs of IDC and Link.

An avid rower, she is a member of Cambridge's Riverside Boat Club. Among her many activities is acting as volunteer publicity director for the Men's and Women's Rowing Association Championship. This years' event will be held in Indianapolis in mid-June with over 400 rowers representing 37 teams participating. Kathryn currently lives in Allston, and is from the Washington, DC area.

With IDC since late last year is Production Typist LAURIE KELLIHER. Laurie processes many of the reports and memorandums the Product Marketing Department distributes. She is also responsible for training new employees on IDC's Wang word processing system.

Laurie is a native of Abington, Mass. and currently lives in Framingham.

Laurie Kelliher

TRACEY HAMED runs the IDC Production Room -- probably the busiest place at 5 Speen Street. With IDC for about three months now, Tracey also helps cover the message center at lunch. Tracey came to Massachusetts several years ago from Ohio, where she had worked as a volunteer for an art museum. She enjoys dance, music and lots of reading.

Tracey Hamed

Continued on Page 4

From Page 3

IDC's Mailing Services Group

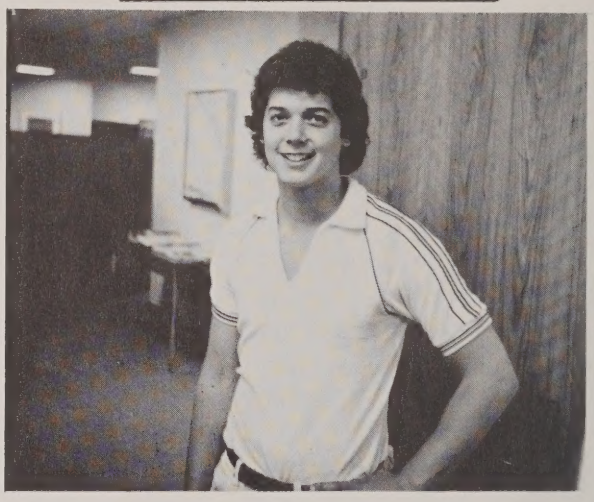
Ken Scholl

KEN SCHOLL is the Mailroom Supervisor. The mailroom handles a variety of functions from processing the in and outgoing mail to shipping and receiving our reports and other IDC products. The mailroom also coordinates the purchase of office supplies for IDC.

Ken, Natick, Mass. born and raised, is attending Northeastern University nights working on a marketing degree and enjoys a variety of outdoor activities.

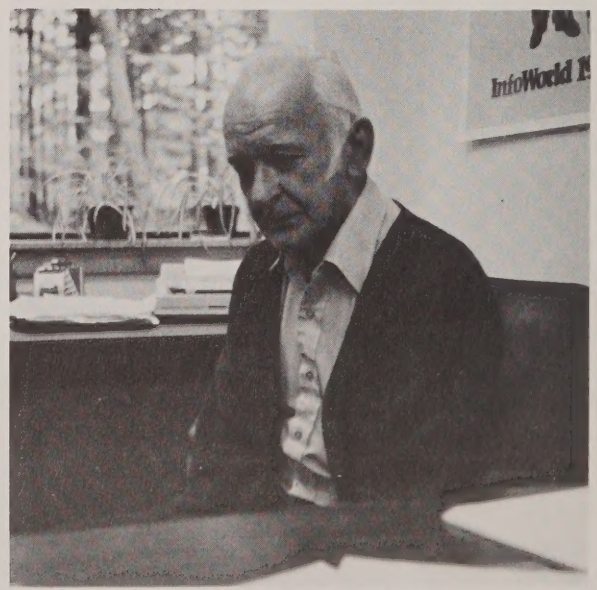
Ken Brightman

KEN BRIGHTMAN joined the Mailroom staff six months ago. Ken grew up in Millis and attended Unity College in Maine for two years. Ken has worked as a camp counsellor. He enjoys playing the guitar, lots of outdoor activities, and most of all "being comfortable."



Tom Slayton

TOM SLAYTON has been with IDC since mid 1982. Tom, an avid sports fan, enjoys frisbee, camping in Vermont, and being a beach bum. Tom is currently taking courses at Framingham State College and is a native of Wayland.



Bob Lewis

Continued on Page 5

From Page 4

BOB LEWIS has been working part-time in IDC's Mailroom since 1981. Bob joined IDC after retiring from the U.S. Postal Service and working in the Natick and Wayland Post Offices. Married to Ruth for 33 happy years, Bob and Ruth have a son Rick (who works at New England Deaconess Hospital in their mailroom) and a daughter-in-law Laurel.

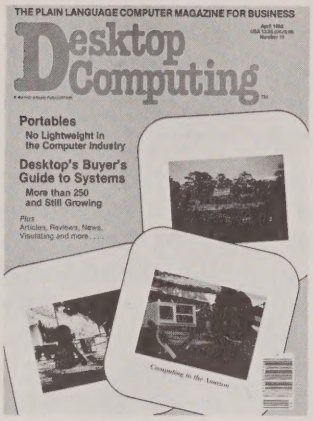
Bob and Ruth enjoy vacationing in Maine and Falmouth, Mass. Among Bob's favorite things is "Mary Trayte's accent. I could listen to her for hours." Other interests include building bird feeders in his basement workshop. Ruth Lewis donates her mornings to the business office of the Community Methodist Church.

From Page 1

Wayne Green, Inc.

During the official announcement of the merger, Patrick McGovern said "The personal computer field is the fastest-growing part of the high tech industry. We're proud to have the publications of Wayne Green, Inc. as part of our global publication family -- they're pioneers and leaders in their field."

Wayne Green, owner of Wayne Green, Inc. said, "We're pleased and excited about joining forces with Pat McGovern and CW Communications. Together we'll be the largest computer publishers in the world. Our combined strengths will allow us to grow as rapidly as the microcomputing world. We're planning a 300% growth this year, and a new magazine in January."


THE PLAIN LANGUAGE COMPUTER MAGAZINE FOR BUSINESS
Desktop Computing
Portables
No Lightweight in the Computer Industry
Desktop's Buyer's Guide to Systems
More than 250 and Still Growing
Plus
Articles, Reviews, News, Visualizing and more . . .

The operations of Wayne Green, Inc. will remain in Peterborough, New Hampshire where they will operate as a subsidiary of CW Communications/Inc.

InfoWorld Plans Format Change in October

The October 31st issue of InfoWorld will mark the debut of our new magazine format. The new look will be 8-1/4 X 11 inches, with glossy pages.

"Although our format is changing, our editorial philosophy is not," stressed InfoWorld's Editor-in-Chief, MAGGIE CANON. "Besides providing news and trends, we are here to help people get the most out of their microcomputer products."

According to a study conducted by Belknap Data Solutions in Greenwich, Connecticut, 52% of InfoWorld's readers save the newspaper for reference. The new size will make storage easier and advertisers will receive more exposure as a result.

"We expect the change to double our sales on the newsstands, as well as to exceed our goal of

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From Page 5

125,000 in circulation by the end of the year," Maggie said. Maggie also noted that the change from newspaper tabloid to magazine format is "a natural evolution for us since we have always been on the leading edge of microcomputers. This change reflects the emergence of the microcomputer as a productivity tool, not a hobbyist toy."

In April, Micro ComputerWelt in Germany successfully underwent a format change. MCW was profiled two weeks ago in the IDG Update.

On April 10th, InfoWorld went on the radio with its first "Computer Report." The radio program, compiled primarily from stories in InfoWorld, is a joint venture of InfoWorld and KYUU-FM in San Francisco. InfoWorld's Special Projects Editor, JOHN BARRY, is the producer.

"Computer Report" airs each day, five days a week, on KYUU, an NBC affiliate. Each 90-second segment is voiced by an announcer at the station.

People

Congratulations to LEE VIDMER, Senior Vice President of U.S. operations at CWCI, who has been elected to the American Business Press Board of Directors for 1983-1984. Lee was elected at the Annual ABP Spring Conference in Phoenix. The ABP provides a forum for the exchange of information by its members. Almost all major U.S. publishing firms are members of ABP.

Congratulations to ANN DOOLEY of CW's Special Publications Department on her May 8th wedding.

MARY LAGAN of IDC's Data File Department was married on May 28th to Thomas O'Riordan. They are currently honeymooning in Ireland. Best wishes to both from everyone at IDG.

Anniversaries

One-Year Anniversaries

Arthur Kossack, CWCI
James Pernock, CWCI

Two-Year Anniversary

Doug Cheney, CWCI

Three-Year Anniversaries

Judy Benosaro, CWCI
Ann Morley, IDC
Jim Reynolds, IDC
Nina Kayem, LR

Four-Year Anniversary

Tom Casalegno, CWCI

Five-Year Anniverary

Cheryl Gelb, CWCI

Seven-Year Anniversary

Yvonne Priest, IDG

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Ten-Year Anniverary

Judy Kramer, IDC

Fourteen-Year Anniversary

Don Fagan, CWCI

Congratulations to JUDY KRAMER on her tenth anniversary with International Data Corporation. Judy is Executive Assistant to the President of IDC, where she monitors and reports the revenues and expenses of IDC's offices in the U.S. "I not only work as assistant to the President, but I also coordinate the monthly booking charts for IDC and for IDG. Other jobs include interfacing with IDC employees and overseeing the day-to-day operations of our department," said Judy. "I have totally enjoyed working for IDC."

JUDY KRAMER with Chairman PAT MCGOVERN last week. Judy was treated to lunch at the Ritz Carlton in Boston, along with a stretched limo to take her there.

New employees

The IDG Financial Group is pleased to announce the addition of MIKE ANZALONE as Assistant Corporate Controller. Mike comes to IDG after four years in audit and tax work with Deloitte, Haskins & Sells in Boston. While with DH&S, Mike worked on a variety of accounts including Honeywell, Augat Howard Johnson's, Town of Wellesley, and Zero Corporation.

Mike has a Bachelor of Science degree from the State University of New York at Buffalo and a Masters in Business Administration from New York University. Mike is also a Certified Public Accountant.

Among Mike's upcoming plans is his wedding next month to June Platek of Quincy. In his spare time, Mike enjoys playing the guitar, skiiing, and backpacking.

Welcome aboard and good luck, Mike!

CLAUDIA STEENBERG-MAJEWSKI is InfoWorld's first Design Director. Her current job involves designing the covers and In Focus section, and doing some of the cover photography. She is also working on reformatting InfoWorld, and in the future will be involved with designing special publications.

Claudia has an extensive background in magazine art direction. She has worked with such publications as Scene, San Francisco Theatre, Northern California Stuff, and the San Francisco Chronicle. Claudia

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From Page 7

was a Fulbright scholar to Warsaw, and has exhibited her work nationally and internationally, winning awards from both the Los Angeles and New York Art Directors Club.

Claudia taught design at U.C. Davis for eight years prior to joining InfoWorld. Of her new job she says, "I should have come to work here sooner. I had decided I wanted to make a change and that I wanted to do design for a computer publication -- that would be interesting and challenging and a change from the kind of things I'd worked on before. I also decided I wanted to overcome my artists resistance to the computer."

"I'm into my third life now," says InfoWorld's new advertising billing coordinator, MARY LEWIS, with a Texas accent. "The first part was in Illinois, the second in Texas, and now I'm in California. I've spent equal amounts of time in each place, except I have five more years to go here."

Before joining the staff, Mary was office manager for a graphics firm and communications coordinator in the advertising department of Watkins Johnson, so she's used to handling printed materials.

When asked for a job description, Mary said, "If you ask my co-workers they'll tell you that what I do is nose around and ask 10,000 questions." Actually her job is to bill customers for display, classified, and RAM ads.

Mary finds advertising and publishing exciting -- full of curious and innovative people. She thinks InfoWorld is "a great place. I love it here," she said. "Everyone is so exuberant, and it's catching."

Mary enjoys photography and exploring, and is working on a degree in interior design.

BARBARA BORGEL is InfoWorld's new editorial assistant. Barb will be responsible for a variety of tasks, from helping the software/hardware review coordinator to developing and maintaining the library and working on special projects.

Etcetera

On Saturday, June 25th, IDC and CWCI will be playing a "family feud" softball game to benefit the Easter Seals charity. The game will be played in Framingham, and people wishing to play should contact RICH PRIANTE of CWCI or MIKE HOVAGIMIAN of IDC.

Please note the new telex number of IDC/Europa in London:

917877 (IDCEUR G)

IDC Scandinavia moved recently. Their new address in Copenhagen is:

IDC Scandinavia
Nybrogade 24
DK-1203 Copenhagen K
Denmark

Tel: 01-1234-80
TX: 19236

INTERNATIONAL DATA GROUP ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER WORLD DO BRAZIL ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD JAPAN ■ COMPUTER WORLD MEXICO ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ CW PUBLIKATIONEN GMBH

IDG UPDATE

■ IDC ASIA LIMITED/HONG KONG ■ IDC RESEARCH AUSTRALIA ■ IDC EUROPA LTD/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND GMBH ■ IDC IBERIA ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC SCANDINAVIA ■ INFOWORLD ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LE MONDE INFORMATIQUE ■ LINK RESOURCES ■ PC WORLD COMMUNICATIONS

Volume 13, Number 15 Week of May 23, 1983

NCC Review: How It Went

The National Computer Conference (or "NCC" for short) has been called many things, including the Superbowl of our industry. Well, Superbowl it was, and tens of thousands of people converged at Anaheim, California last week to look at 635 exhibits and to attend conferences. And during this whole event, CW Communications was in the center of things. Last week we produced our third annual series of NCC Daily! newspapers.

"The Daily!s look really good this year," said CHERYL GELB, News Editor of Computerworld and Editor of NCC Daily!. "We have developed an elaborate system with a separate press room for our four U.S. publications (Computerworld, ISO World, InfoWorld, and PC World). The Daily!s are 48 pages each and have a new, more modern look this year."

Over 30 writers and editors made up the press room. The writers came for the Daily! from our three newspapers and wrote their stories on Porta-bubble terminals. From there information was transmitted via phone lines to two places: Cheryl Gelb for review as a Daily! story and to the editors

• COMPUTERWORLD • ISO WORLD • INFOWORLD •

NCC DAILY!

A Newspaper for The 1983 National Computer Conference from CW Communications/Inc.

THURSDAY

INSIDE

Vendors Surveyed: Economy Brighter

Eighty Hot Vendors May File Suit Over Pavilion Climate

of our regular papers. RITA SHOOR, Managing Editor of Computerworld, and MIKE LOWE, Managing Editor of ISO World, handled stories for their newspapers at the show.

TOM PFAU, CWCI Systems Manager and JEFF PENNETT developed an elaborate network of telephone

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From Page 1

lines, modems, and terminals to help the stories get from the writer to production.

Stories used for the Daily! were sent from review to Computer Typesetting Services in "beautiful downtown Burbank" where CWCI's copy desk was stationed. Once the copy editors finished their reviews, stories went on to paste-up and layout.

Over 70 hotels in the Anaheim area distributed 13,000 copies of the Daily! to attendees thanks to a system set up by BOB WESCOTT, CWCI Distribution Manager. "Attendees were able to get their copy by 6:30 or 7:00 each morning" said Bob. 7,000 copies were available each day on the show floor.

Congratulations to the dedicated crew who worked long hours each day to produce the NCC Daily! on a job well done!

NCC DAILY!

NCC Daily! Editor	Cheryl M. Gelb	**Art Director**	Henry Fling
NCC Copy Chief	Kathie Gow	**Systems Manager**	Tom Pfau
Copy Editors:	Dave Bouffard	**Computer Maintenance**	
	Bruce Crane	**Supervisor**	Jeff Pennett
	Patti Hartigan	**Typesetting Manager**	Carol Polack
	Betsy Morse	**Typesetters:**	Kim Adams
	Deborah Scaduto		Linda Grassby
	Thomas Schmidt		Beverly Wolff
	Charlotte Ziems	**Pasteup Artists:**	Marina Bonacci
Photography Chief	Susan Blakeney		Helen Eckel
Photography Assistant	Alison Ix		Ann Finn
			Patricia Gaudette
Production Director	Peter Holm		Paula McCarthy
Production Manager	Marlene Stibal	**Distribution**	Bob Wescott

Pacific Technology Center

The Pacific Technology Center has just issued IDC's first report using computer generated graphics for all figures. It is also the first report that includes color graphics. The report, entitled Trends in Computer Generated Business Graphics, is based on a mail survey of leading business graphics users and was written by DEBORAH KELLY, the Pacific Technology Center's Manager of Computer Graphics Research.

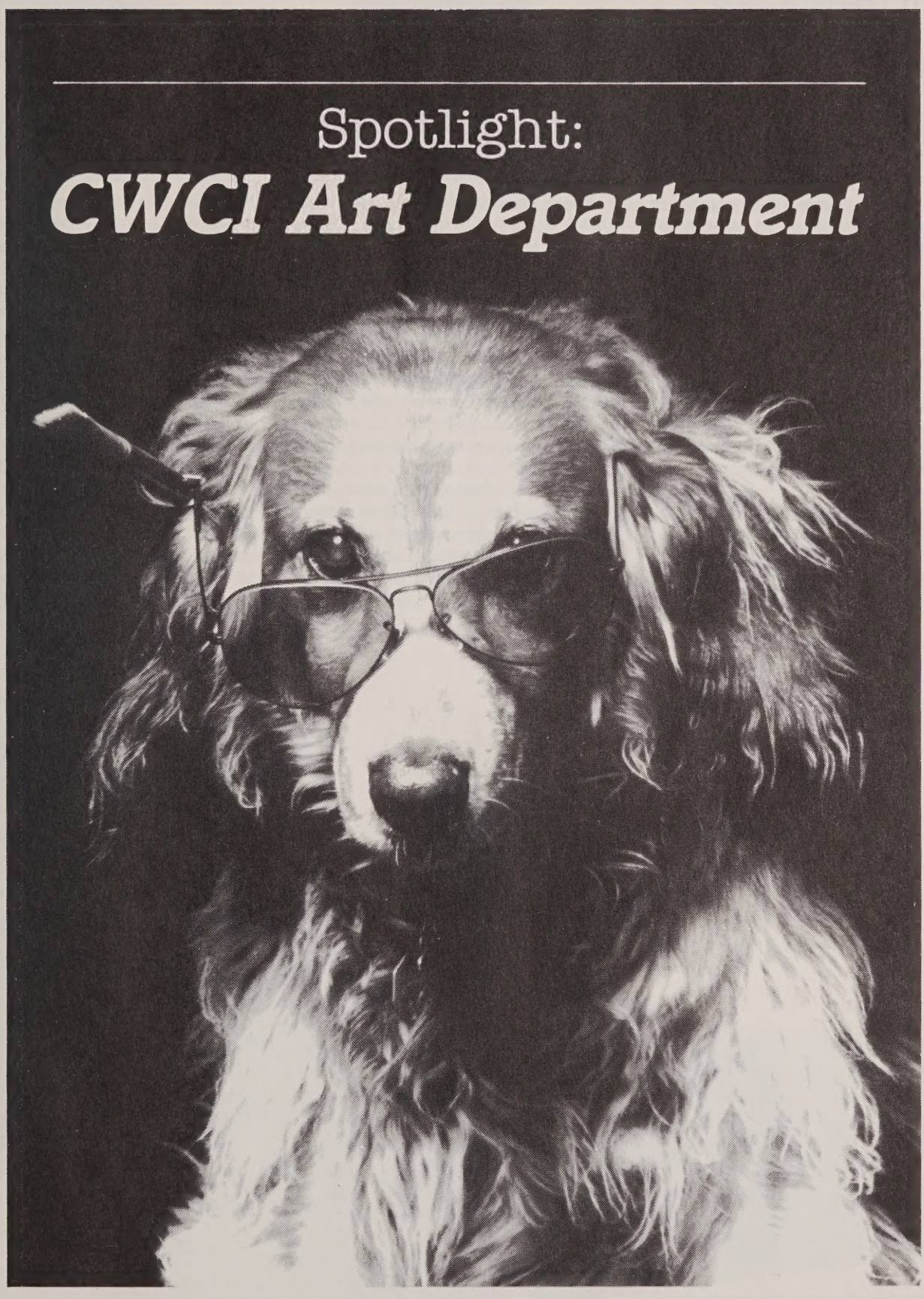
A study objective was to gain familiarity with different types of graphics software, and PTC used six different graphics packages to generate a total of 14 figures. The selected packages were representative of the three basic approaches to computer graphics software: 1) command-driven, 2) menu-driven, and 3) predefined format.

According to NEIL KLEINMAN, PTC's General Manager, "We learned that no single package is ideal for all applications or users." Menu-driven pack-

Continued on Page 6

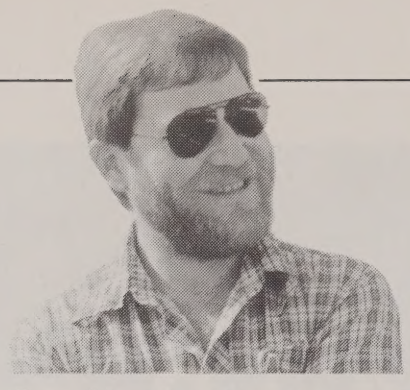
Spotlight:

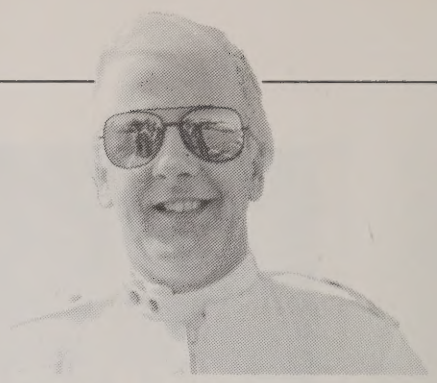
CWCI Art Department



Spotlight:

CWCI Art Department





The Art Department is relatively new, having been in existence for just a year. The department provides design work for all of the Framingham-based publications. These include **Computerworld, ISO World, OA, On Communications, Extra!, Buyers Guides** and, knowing the chairman, 10 new books next month. Their work also includes logo design, brochures, ads, photography, illustration, prop construction, and any other project our crazy editors dream up.

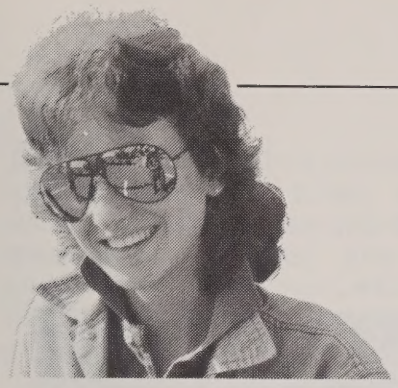
They will be involved with a major redesign of **Computerworld** this year, and act as consultants for the **IDG Update** and any other groups who can pay their exorbitant fees.

Tom Monahan has been with CWCI since 1978, and became Art Director in 1981. He supervises the Art Department, and is capricious and arbitrary in matters of art. His years of paste-up and manual labor experience, coupled with his famous designer clothing (Sears, BVD), uniquely qualify him for this position. His seven years of college led to no degree, though he did learn to feel "guilt, pressure, and despair, much like this job."

In his spare time, Tom plays in his bluegrass band, **The Texas Instruments,** whose first album will be released in "8-10 years." An avid athlete, Tom is tolerated by the CWCI softball team.

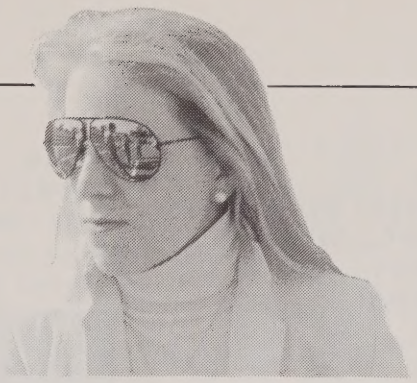
Hank Fling has been with CWCI since 1948 and is the Art Department Supervisor. He does design work for **Computerworld** and Special Publications, and keeps the departmental records and equipment up to date. He has built all the displays used at the Christmas parties as well as many other photo props.

Hank is a graduate of the New England School of Art, and has watched **Computerworld** grow from 4 pages to its current gargantuan state. His hobbies include softball, bowling, speed skating, The Boston Bruins, being a father and rare Etruscan art. He lives with his wife Nancy in Hopkinton, unless they have moved.



Ann Bartolotti joined CW in September of 1982. She designs and coordinates all of the artwork and photos for **ISO World**. She is a graduate of the Art Institute of Boston. Ann's last position was in the Editorial Art Department of the Boston Herald American. Prior to that, she worked as a technical illustrator and designer with Mini-Micro Systems. (Her *real* claim to fame is the 1979 official yearbook she designed for the **Boston Red Sox**.)

Ann's has been a downhill skier for 12 years. She can usually be found at Nautilus, pumping iron and "Flash Prancing." "It keeps me off the streets," says Ann. That, and her meetings with her parole officer.



Kristie VanValkinburgh joined the Art Department in March of this year, and works as a graphic designer. She previously worked as a designer and technical illustrator at the National Technical Institute for the Deaf in Rochester, N.Y. She earned her B.F.A. from the Rochester Institute of Technology. This mad desire to be "institutionalized" brought her to us.

Kristie is an accomplished equestrienne and an active bird watcher, though this has proved dangerous to some of the birds. "They're really very delicate," muses Kristie, "and break quite easily." She is our resident punker, is into pink and green, and says "great!" a lot.

Yenta the Designer Dog acts as a spiritual advisor and good taste consultant to the Art Department. She matriculated at the **Jude Goldman Obedience and Personal Grooming Center,** and earned her B.A.(R.K.) in 1965. She has worked as a professional model for a number of years, and graciously volunteered her services for this layout. Her business partner, world famous stroboscopic photographer **Ed Braverman,** did the photography for us. Our thanks to this intrepid team.

Photos and copy in this layout are copyright 1983. Any use of these without written permission will result in a slow painful death.

From Page 5

ages such as IBM's Interactive Chart Utility are best suited for graphs of statistical data, where labels are simple and character quality is not an issue. Command-driven systems such as ISSCO's TELL-A-GRAF are preferable when graphs are complex and/or the user desires high quality characters.

PTC was fortunate to receive assistance in training and creation of graphs from several suppliers, including Control Data, Iconix, Intelligent Systems Corp., ISSCO, and Litton Mellonics. PTC used the Litton Mellonics Service Center to generate half the figures with the ISSCO TELL-A-GRAF and IBM Interactive Chart Utility software packages.

PTC will be glad to help prospective graphics users with IDG companies. An initial word of advice is to think before you log on the computer. Make sure you know what you want to accomplish and have chosen the appropriate package for the task.

On April 18, 1983 the CW Conference Management Group entered a new era of conferencing -- a satellite transmitted teleconference covering the November, 1983 Intech Expo. The video news conference was staged in Boston and broadcast via satellite to New York, Chicago, Washington, D.C., and San Francisco.

BILL LEITCH, President of the Conference Management Group, and WILL ZACHMANN, IDC's Vice President of Technology Assessment, participated in the 15 minute presentation. Intech '83 will be held November 1-3, 1983 in Chicago. CW/CMG is developing the conference part of the program.

BILL LEITCH and WILL ZACHMANN participated in the video news conference. The staging included three television cameras, long-distance telephone lines, a newsroom-like set-up, WestStar Satellite, microphones, and a four-member panel.

People

JOHN WHITMARSH, Editor of Computerworld, announced the following promotions:

BRUCE HOARD has been promoted to Editor of Computerworld on Communications and Editor of Computerworld Extra! Bruce joined Computerworld in February, 1980 and has been a staff writer, senior writer, and most recently senior editor. In his new position, Bruce will be responsible for producing the second issue of Computerworld on Communications, scheduled for late September publication, and the next issue of Computerworld Extra!, which is scheduled for publication in November and will be devoted to

Continued on Page 7

From Page 6

microcomputers in big business. Next year Bruce will be solely dedicated to editing CW on Communications, which is expected to increase its frequency.

JIM BARTIMO has been promoted from Senior Writer to Senior Editor-Communications and Office Automation at Computerworld. Jim joined Computerworld as a staff writer in January, 1982 and was promoted to senior writer in January, 1983. In addition to general news reporting, editorial writing and special reports, Jim has spent much of the last year supporting Bruce Hoard on the communications and office automation sections of the paper.

PAUL GILLIN has been promoted from Staff Writer to Senior Writer. Paul came to Computerworld from Honeywell last September. In addition to general news assignments, editorial writing, and special reports, Paul wrote a major analysis of IBM in the Forecast '82 issue and has supported LOIS PAUL on the software and services section of the paper.

A hearty congratulations to all on their promotions!

New employees

If you have called InfoWorld recently, you may have been charmed by the Scottish brogue of the person who answered the phone. That's the new receptionist, MILLIE WANSER, who refers to the switchboard as "her baby." Millie says, "I knew I would love it here from the first day because people went out of their way to help me and didn't laugh at my dumb questions. People are willing to help one another, which means we're able to turn out a really good newspaper."

Millie came from Scotland to Silicon Valley seventeen years ago by way of Long Island and a divorce. A self-described "real people person," Millie loves to dance, exercise-aerobic dancing, jazzercize, and running -- and best of all, to sit in the sun at the beach.

InfoWorld's new hardware/software review coordinator is CAROL PERSON. Carol's background includes stints as a girl scout leader, secretary, and school business manager. It was through the latter that she met Barbara Wierzbicki, her predecessor at IW, who was teaching English at the same school. When Barbara left for InfoWorld's East Coast office, she recommended Carol as her replacement.

Carol is somewhat uncomfortable with the jargon -- "but I do know what a breadboard is," she said proudly. She finds everyone on the staff helpful, however, and has been assured that in time she'll understand the lingo.

Carol is married, has two daughters, a dog, and is, as of mid-May, the very proud mother of a college graduate.

KATHLEEN SLISKI is InfoWorld's first in-house RAM (Rapid Access Marketplace) sales-

Continued on Page 8

From Page 7

person. Her background includes managing the National Yellow Pages advertising department for an ad agency and selling ad space for Refrigerated Transporter, a Houston-based publication of Tunnell Publications.

Kathleen thinks "RAM has tremendous potential," and she is optimistic about seeing it grow over the next few months. She says she is happy to be back in a publishing environment and is pleased to have the opportunity to become better acquainted with the computer industry, which has always fascinated her.

Kathleen's big news is that she is getting married in July, and whereas other people go to Niagara Falls to honeymoon, she'll be returning to there, her hometown, for her wedding.

CORRECTIONS:

Our recent U.S. office listing map had errors: The Atlanta CWCI Sales Office is located in Suite D (not Suite C) and the Chicago Sales Office is located in Suite 304 (not Suite 204). Also, CWCI has two offices in Irvine, California. They are:

Computerworld Sales/Los Angeles
18008 Sky Park Circle
Suite 260
Irvine, CA 92714
(714) 556-6480

ISO World/Los Angeles
18004 Sky Park Circle
Suite 244
Irvine, CA 92714
(714) 754-0187

Sorry for any confusion our listing may have caused.

Anniversaries

One-Year Anniversary

Michelle Bakke, CWCI

Two-Year Anniversaries

Elizabeth Morse, CWCI
Colleen Westcott, CWCI

Four-Year Anniversary

Tom Henkel, CWCI

Ten-Year Anniversary

Jack Edmonston, CWCI

Classified

FOR SALE

1982 Datsun 280ZX. White with red leather interior. Fully loaded. Stored during winter. 14,500 miles. Immaculate. $13,000. Call Mike days at (617) 875-5000, x423, evenings at (617) 899-5187.

IDG Update Classifieds are run free of charge for employees of International Data Group. Each week your ad will be seen by over 500 people in the U.S. and hundreds more overseas. To place your advertisement, please return this coupon to Bill Sell, Editor, IDG Update, P.O. Box 1450, Framingham, MA 01701, or send your ad through inter-office mail.

Your Name: _____

Company: _____

Telephone: ( ) _____

Text: _____

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Volume 13, Number 14 Week of May 16, 1983

Exercise Made Easier: Vita Course

If you see a group of people in jogging suits run by your office, don't worry -- you're not going crazy. Jogging and many other exercises are gaining in popularity among IDG employees. These exercises are

Chin-ups, push-ups, toe touching, and sit-ups are all part of the Vita Course fitness trail at IDG. Here PAT MCGOVERN uses station number 10 -- chin-ups.

made easier at the Point West Office Center, home of IDG and IDC headquarters. According to Steven Grant, Office Center Manager, "The Point West Office

Continued on Page 4

Norway Joins Team

April 29, 1983 marked the launch of CW Communications' newest: Computerworld Norge. PREBEN ENGELL, General Manager, announced the birth. "The baby is doing well -- we are one page over our sales target, and have many good stories includ-

COMPUTERWORLD NORGE

VERDENS STØRSTE DATA-AVIS* - på norsk - om Norge

Telefonen slippes fri det er vår, i Televerket

Vi innvier tekst-TV

Kristen Nygaard med ny «baby»

BETA er 5te generasjon

IBMs forvirrende verden

Tele-X et hinder for norsk kommunikasjon

Han var en av USAs rikeste ungkarer — nå er han gift

ing some hot news about IBM and the National PTT. An advertisement in the largest daily newspaper drew over 1,000 responses for subscriptions in just a few days!" PER BERREFIJORD is Editor; EVA BERG, Sales Person; HELLE KJENDLIE, Circulation.

Continued on Page 4

Spotlight

Microcomputerwelt Relaunches

microComputerWelt (mCW), our monthly magazine for German micro users, was relaunched last month at the Hanover Fair, the largest computer fair in Europe.

mCW started in late 1981 as a tabloid similar to Computerworld. The new format is designed to help newsstand sales and has been very well received by readers. DIETER ECKBAUER, Editorial Director of CW Publikationen, GmbH, said "Our mCW baby is an ideal complement to the very successful Computerwoche, the newsweekly for the computer community in Germany." Over 80,000 copies were distributed at the Hanover Fair. Regular circulation is 50,000 copies.

The mCW crew consists of seven dedicated people:

ULRICH OSTERMANN, who was recently promoted to Managing Editor. Ulrich has also worked as Editor for a daily newspaper in Munich and several other business papers.

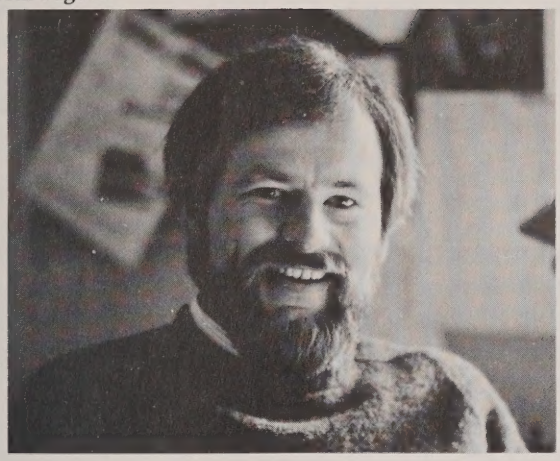
NORBERT STRANCH's duties include coordinating the editorial sections and running the copy desk. Norbert came to mCW from the Industrie Magazin, a very well known monthly business magazine.

Norbert Strauch

EITEL DIGNATZ is responsible for software news and reviews in microComputerWelt. Eitel joined mCW from the University of Freiburg.

Continued on Page 3

From Page 2



Eitel Dignatz

Isabella Feig

EDITH CZUPALLA is Editor for office automation and communications. Edith has a degree in journalism from the University of Munich.

Edith Czupalla

DARINKA BRATHSCHA is a native of Yugoslavia, and has been with mCW since 1982. Darinka is the creator of microComputerWelt's new layout.

Darinka Bratuscha

THOMAS KÖTHER is the specialist for hardware reviews, systems and peripherals. Thomas formerly worked for mCW's main competitor in the German market, the monthly magazine Chip.

ISABELLA FEIG is mCW's Editorial Assistant. She formerly worked for Computerwoche.

micro ComputerWelt

From Page 1

Vita Course

Center features a ten station Vita Course on a 1/2 kilometer trail, and this is linked to a 1 kilometer jogging track. The track is built with runners in mind -- the base is a four-inch layer of bark mulch, topped with stone dust. This creates a cushioned surface easy on the feet and legs."

The Vita Course, (from the Latin "vita cour" meaning life of the heart") is designed to improve endurance, flexibility, muscle tone, and coordination. Based on an innovative fitness plan developed in Europe, the Vita Course consists of stations spaced at prescribed intervals along the 1/2 kilometer loop, with instructions posted at each station.

CAROL FAMOSI and JO-ANN O'MARA of the Chairman's Office at one of the Vita Course stations.

In addition to the track, the Point West Office Center has shower and locker rooms available for IDG employees. "We welcome all IDG employees -- not just those from 5 Speen Street, but also those at CW Communications. Feel free to use our Vita Course or jogging track, the shower facilities, and our cafeteria," said Steven Grant, "We also have a picnic area and a wild flower garden next to the track."

PAT MCGOVERN, Chairman of IDG, and several of his staff have been seen using the track this year. "Fitness programs are important to us," said Pat.

IDG is planning a company run and picnic at the Office Center for early summer.

The showers and locker rooms are open weekdays from 8:00 a.m. to 6:00 p.m. Hours for the cafeteria are 11:30 a.m. - 2:00 p.m. The track is open for use 24 hours a day, seven days a week.

From Page 1

Norway

According to PAT MCGOVERN, "Norway is a very important country in the world of nations. It has an enviable reputation for its engineering and technical accomplishments. Computers can play a very important role in furthering the economic growth of Norway and its international competiveness. Therefore, we are pleased to help accelerate the spread of computer application know-how and awareness by creating a publication written in Norwegian, with a staff in Norway to service the needs of the citizens of this important country."

Computerworld Norge
Sandviksveien 12
P.B. 223
1322 Hovik, Norway

IDC Announces New Government Program

JOHN BREYER, President of IDC, has announced the launch of the User Communications Program for the Federal Government. Based on the success of the PIMS, ISPS, and SOS programs with the Federal Government, he felt that this market could use the User Communications Program. The program will be based out of IDC's Federal Division in Washington, D.C., under the direction of MARINA YOUNG, Vice President/Federal Division.

NCC Opens This Week

The National Computer Conference (NCC) opens this week in Anaheim, California. This is also the third year in which CW

Daily!

Communications will publish NCC Daily!, a daily newspaper for the conference. NCC Daily! is a cooperative effort of Computerworld, ISO World, and InfoWorld.

Next week we will review how things went at the conference as well as see copies of the third NCC Daily!

Computerworld/Espana has announced a new telex number for their operations in Madrid:

47894 (CW E)

Please adjust your records to reflect this change.

People

Look out Framingham! BARBARA WIERZBICKI, InfoWorld's favorite Hardware/Software Coordinator, is moving east to fill a Senior Writer position. Barbara will start her new duties in May. Barbara's presence in the Palo Alto office will be especially missed by the InfoWorld softball team.

Congratulations to ANN CLARK of IDC's Sales Department on the birth of Vanessa Ann, May 9, 1983 at 4:58 p.m. Vanessa weighed in at 7 pounds, 10 ounces, and is 20 inches long. Mother and baby are doing fine.

Anniversaries

One-Year Anniversaries

Mary Dolaher, IDG
Letetia Kashani, IDC

Two-Year Anniversaries

Tom Elliott, IDC
Bob Lewis, IDC

Three-Year Anniversary

Harriet Brody, IDG

Five-Year Anniversary

Bill Sell, IDG

Six-Year Anniversary

Aaron Goldberg, IDC

New employees

KIMBERLY VALLOCH is the new Editorial Assistant for the Computerworld Buyer's Guides. Kim joined CWCI on May 9th after working as a sales assistant at Marlboro Wire Goods Company for the past year and a half. She is a graduate of Pfeiffer College in North Carolina. As Editorial Assistant, Kim will be responsible for assisting the Buyer's Guides crew in all phases of putting out this new CWCI publication. Welcome aboard, Kim!

We would like to welcome DARLENE NELSON to IDC's Data Processing Department as a full-time data entry operator. Darlene moved back to Boston from Illinois where she had been employed in Telephone Sales. Previously, she had been doing programming for the Yellow Pages publishers in Illinois. Darlene and her husband (and their dog) now reside in Bedford, New Hampshire. Welcome to IDC, Darlene!

IDC's new part-time data entry operator is TAMMY FRALICK. She is a student in the court stenography program at Johnson & Wales in Providence, Rhode Island. Tammy worked for Craftsman Machinery as a receptionist before joining IDC's Data Processing Department. She is planning to get married some time this year. Welcome aboard!

Etcetera

U.S. PERSONNEL

REMINDER -- If you haven't already done so, please return your 1983 Employee Evaluation to Bill Sell as soon as possible at the address below:

1983 Employee Evaluation
Bill Sell, Project Manager
International Data Group
5 Speen Street, P.O. Box 1450
Framingham, MA 01701
(617) 875-5000, x444

Classified

SENIOR MARKET RESEARCH ANALYST

IDC's Communications Industry Research (CIR) program is seeking a highly motivated professional to contribute to the continuing growth and exposure of this dynamic marketplace.

As a key member of IDC's CIR team, you will be directly involved in research development, data gathering, analysis, and general market forecasting efforts. You will be assigned projects covering market studies, user product enhancements, and market analysis, as well as other research-related assignments covering all aspects of the telecommunications industry.

You should have excellent analytical and writing skills. You should have had experience in the research and data gathering process, as well as having people skills. Ability to work as a member of the program team, under a minimum job supervision, is necessary. Relevant experience can be in technical writing, library science, or press exposure, and an interest to do detailed research and analysis. Exposure to the telecommunications market research environment is a definite plus.

This position requires a BA/BS, along with a minimum of 2-4 years relevant experience.

If you are interested in the above position, or would like further information about it, please contact Charlie Robbins, Program Director, of IDC at (617) 872-8200, x606.

FOR SALE

SAAB EMS 1980. 30,000 miles, sunroof, AM/FM cassette, one owner, maintenance records, extremely clean. $6,995. Call (617) 872-8200, x200 (days) or (617) 872-2041 (evenings).

WANTED

I want to buy a working piano -- cheap. I'll come and get it. Please call Kim Myhre at (617) 872-8200, x227 (days).

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Volume 13, Number 13 Week of May 9, 1983

IDC Europa Wins Chairman's Cup; Peter Rowell To Be New IDC Head

PETER ROWELL, Managing Director of IDC Europa, Ltd., and his team have won the IDC Chairman's Cup Award for management and professional excellence for 1982, PAT MCGOVERN recently announced.

On making the award, Pat noted that IDC Europa exceeded its business plan for 1982 in both revenue growth and profitability. It initiated several new professional programs during the year, and enhanced the quality and effectiveness of its European research. "Peter did an excellent job of coordinating our overall European operations leading to IDC's most successful of the 15 years in which IDC has had research and marketing operations in Europe," added Pat.

Congratulations to Peter and the entire IDC Europa professional and operations team for this fine achievement!

Congratulations to PETER ROWELL on being nominated as the incoming President for IDC by the IDC senior management team.

Peter was selected by a task force of ten senior executives at IDC from over 20 candidates considered from outside and inside the company. He won hands down, being among everyone's top choices. He will

Continued on Page 5

Argentina Newest In Family

Computerworld's newest publication, Computerworld/Argentina, was launched on April 15, 1983 as a bi-weekly newspaper in Spanish for the Argentinian professional computer community.

The first issue of 24 pages surpassed its advertising estimate, and about 400 subscriptions were sold at a local computer show.

Continued on Page 5

Spotlight

IDC's Continuous Information Services

Corporate Planning Service

IDC's Corporate Planning Service (CPS) is one of the company's oldest Continuous Information Services (CIS). CPS provides its clients with valuable market data, trend analysis, competitive information, and objective evaluations of current techology and products. Clients of the CPS program include approximately 100 of the largest computer manufacturing firms in the world.

Formed in the late 1960s, CPS has been the start of many of the CIS programs at IDC today. CPS has evolved into a macro level program which encompasses a variety of topics such as personal computers, mainframes, peripherals, communications, office automation, and others. Other CIS programs focus on specific topics rather than providing a global overview of the information processing industry. Many clients of CPS also sponsor a variety of additional IDC programs, a strategy that has worked well over the years.

IDC's Electronic Office Research Program (EORP) recently replaced IDC's Automated Business Communications (ABC) program. EORP focuses specifically on issues facing vendors of office automation equipment. Clients of this program include many of the leading suppliers of office systems in the United States and Canada.

The program provides research on vertical markets, graphics, office automation equipment, electronic mail, and distribution channels as they relate directly to the office environment. Other topics, such as local area networks, are also addressed in this program in terms of their impact on office automation.

Like other IDC Continuous Information Services, EORP offers research, telephone inquiry, a monthly newsletter of its own called "Viewpoint," and attendance at the company-sponsored briefing sessions and conferences.

Computer Output Program

IDC's Computer Output Program (COP) addresses issues concerning the output of information processing systems in addition to the equipment providing that output. Examples of these products include printers, forms, microfiche, and microfilm. This Continuous Information Service program offers a limited number of paper and printer manufacturers to get in-depth market data on consumpton of forms, uses of printers, and a variety of other inaccessible but valuable market information.

Continued on Page 3

From Page 2

Although a small program, COP has been successful in its objective of maintaining a prestigious and appreciative client base.

COP also provides its clients with IDC newsletters of their choice and attendance at the annual IDC Briefing Sessions and conferences.

Barry Gilbert

BARRY GILBERT is the Program Director for the CPS, EORP, COP, and CIR programs. Barry's responsibilities include overall financial and administrative management of these continuous information services.

Barry joined IDC in 1980 after being with the Burroughs Corporation in the Baltimore-Washington area where he served as a marketing representative in the OPD group. Barry is a graduate of Johns Hopkins University in Baltimore where he received his BA degree. While earning his degree, Barry was project manager on the University's on-line circulation system in the Eisenhower Library -- one of the largest research libraries in the United States.

With limited free time, Barry enjoys water sports photography, and tennis.

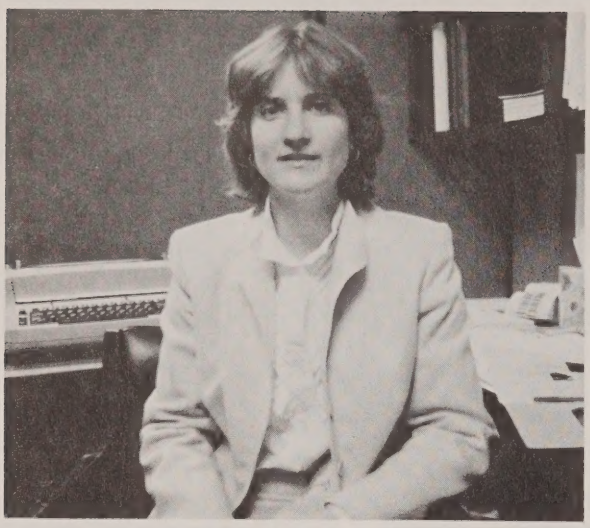
Mark Bell

MARK BELL, with IDC since December, 1981, was recently promoted to Manager/Client Services for CPS. Prior to that, Mark was responsible for the well-being and general good health of 40 clients. In his new role, Mark is looking forward to handling even more phone calls, if that's possible. Before IDC, Mark worked for a while at NCR and a DEC OEM, in a sales and product marketing capacity. He has a BS in marketing and finance from Northeastern and is a native New Yorker. Mark is engaged to Gayle Gonthier, a former IDCer. If Mark has any spare time, he enjoys the Celtics, softball, sailing, and dreaming about his Porsche 930S Turbo.

CATHY DINGMAN joined IDC in March of 1983 as a Research Analyst for CPS. Previously, she worked for Honeywell Information Systems in Waltham, MA. Cathy earned her BA from the University of Massachusetts/Amherst and her MBA from Babson College. When not supporting those inquisitive clients of CPS, she enjoys life in Back Bay with her husband, Brian.

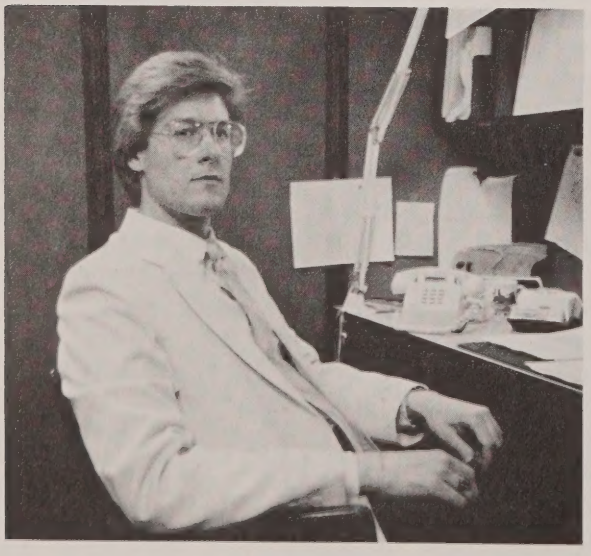
Continued on Page 4

From Page 3



Cathy Dingman

DAVID BROWN has been with IDC since September, 1981. He started in the Information Resource Center and is currently a Research Analyst serving the needs of CPS and EORP clients -- both of which keep Federal Express in business. David received a BS in management with a concentration in marketing from Worcester State College. In his free time, David enjoys tennis and being a weekend beach bum!



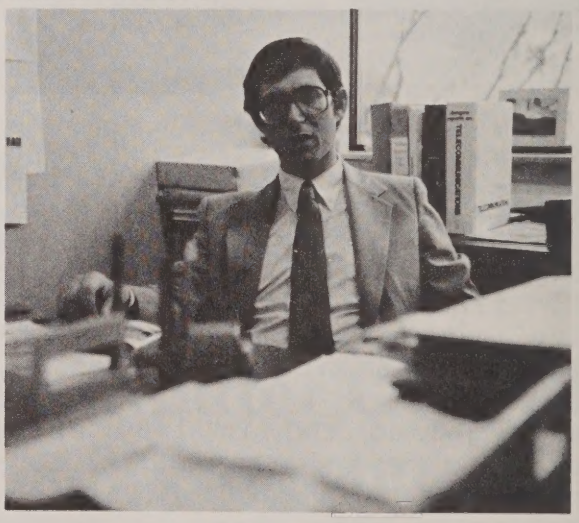
David Brown

Communications Industry Research

Communications Industry Research (CIR) is a new vendor program chartered with in-depth analysis on the communications marketplace. The program consists of three modules: telecommunications, data communications, and network services.

CIR began in November of 1982, is building a solid client base, and is expected to be a major success throughout 1983.

CIR offers similar program elements to other CIS services including telephone inquiry, research, briefing session, and conferences.



Charles Robbins

CHARLIE ROBBINS is Director of the Communications Industry Research Program (CIR). With over 12 years of experience in the telecom field, Charlie joined IDC in 1982. He has worked at a variety of industry firms like Intertel, Codex, Inforex, Raytheon, and the Sylvania Division of GTE. Charlie holds a BSEE from Columbia University and an MBA from Babson College.

From Page 1

Peter Rowell

bring to IDC not only a reputation for effective operational management and a thorough knowledge of IDC and its professional activities, but also a proven ability to identify, organize, and successfully launch and develop major new projects and activities for the company, and an excellent awareness and sensitivity of the global business growth which will position IDC to reach its goal of $200,000,000 in sales by 1990 while maintaining the leading market share in technology market and industry research services for its customer base.

Peter Rowell

Peter is planning to be in the United States working closely with JOHN BREYER, IDC's current President, during the month of June. Starting on July 1, Peter will officially take over as IDC's President and Chief Operating Officer.

Starting July 1, John Breyer will be heading out to the San Francisco area where he is heading up a venture capital business called Hytec Investments. John will continue as a member of the Board of Directors of IDC and as a consultant to the company.

We all wish John and Peter the very best of success in their new professional activities!

From Page 1

Argentina

Initial circulation of Computerworld/Argentina will be 5,000 copies to information system managers, computer industry executives, consultants, and educators.

General Manager of Computerworld/Argentina is RUBEN ARGENTO. Ruben previously published a trade publication in the metalurgy field and has worked for computer vendors. Ruben reports to ERIC HIPPEAU, General Manager of Computerworld do Brasil, publishers of DataNews and MicroMundo. Eric was responsible for guiding the development of CW/Argentina.

CW/Argentina's address is:
CW Comunicaciones, S.A.
AV. Belgrano 406-Piso 9
CP 1092 Buenos Aires
Argentina

Congratulations to Ruben and Eric on the very successful launch of Computerworld/Argentina!

New employees

BILL FORD recently annouced the following three appointments:

JEFFREY DZIAMA has joined IDC in Sales as Account Representative/GUIDE Series. Jeff will be located in Framingham and will be primarily responsible for marketing the GUIDE Series and other micro research services to companies manufacturing and selling micros and retail products. Jeff, a graduate of Boston College, is currently working toward his MBA at Bentley College. Prior to joining IDC, Jeff held positions with 3M and played with the New York Jets.

JOHN REICHMUTH joined IDC as Account Executive. John will be responsible for sales in the Northwest Region reporting directly to Jay Wagman and can be reached at IDC's office in Santa Clara. John joins IDC with 7 years experience in the information processing industry. He previously held positions with Xerox and Spectra Office Systems.

ROBERT FROST has also been appointed Account Executive. In this position, Robert will report directly to TED SULLIVAN, Director of Sales, Midwest Region, and his responsibilities will include the sale of IDC products and services in a territory consisting of Texas, Oklahoma, Missouri, Louisianna, Arkansas, and Alabama. Robert brings to IDC an extensive background of 9 years in the information processing industry. Prior to joining IDC, he held positions at Anacomp Micrographics and Digital Systems, Inc.

Anniversaries

One-Year Anniversaries

Jill Dondel, ISO
Janet Moore, ISO

Three-Year Anniversary

Sue Stevens, CWCI

Five-Year Anniversaries

Bob Wescott, CWCI
Karen Weston, IDC

Classified

RESEARCH ANALYST

IDC's Information Industry & Technology Service (IITS) is seeking a research analyst to serve in IDC's vendor service for the financial industry.

Responsibilities will include: client support, assisting account managers in their day-to-day activities, telephone inquiry, and general administrative functions associated with clients.

A BS/BA degree is required and exposure to the financial community as it relates to high tech would be helpful.

Interested parties should contact Mark Bell of IDC at (617) 872-8200, x218.

RESEARCH ANALYST

IDC's Corporate Planning Service (CPS) is seeking a research analyst to serve in the leading vendor service for hardware manufacturers.

Responsibilities will include: client support, telephone inquiry, assisting account managers in their day-to-day activities, and general administrative functions associated with clients. A BS/BA degree is required and 1-2 years industry experience would be helpful.

Interested candidates should contact Mark Bell of IDC at (617) 872-8200, x218.

ACCOUNT MANAGER

IDC's Electronic Office Research Program (EORP) is seeking an Account Manager to handle a group of leading-edge office automation vendors.

Responsibilities will include: client support, telephone inquiry, general administrative functions, coordination of a monthly newsletter, day-to-day client services, and close involvement with the OA research conducted by IDC's research group.

Ideal candidates will have a BA/BS degree, an understanding and exposure to office automation products and companies, and some experience with implementation of OA equipment.

Interested parties should contact Barry Gilbert of IDC at (617) 872-8200, x224.

INTERNATIONAL DA... WORLD DO BR... WORLD ME... ...N COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER ...DANMARK ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD JAPAN ■ COMPUTER ...MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ CW PUBLIKATIONEN GMBH

IDG UPDATE

...A LIMITED/HONG KONG ■ IDC RESEARCH AUSTRALIA ■ IDC EUROPA LTD/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ... ■ IDC IBERIA ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC SCANDINAVIA ■ INFOWORLD ■ INTERNATIONAL ...TA CORPORATION ■ IDG FRANCE/LE MONDE INFORMATIQUE ■ LINK RESOURCES ■ PC WORLD COMMUNICATIONS

Volume 13, Number 12 Week of May 2, 1983

Inside IDG Update today: An address listing for our U.S. offices

European Briefings Underway

IDC's European Computer Industry Briefing Sessions get underway this week. PETER ROWELL, Managing Director of IDC Europa, recently described this year's tour. "We start on May 4th in London with six speakers, three from the U.S. and three from the London office."

Speaking this year are WILL ZACHMANN, HARRY HENRY, and JACK HART of IDC in Framingham along with MIKE REIDY, SIMON PEARCE, and FONS KUYPERS of IDC in London." Chairman of the Board PATRICK MCGOVERN will give the

Continued on page 3

IDC Benelux Office Opened

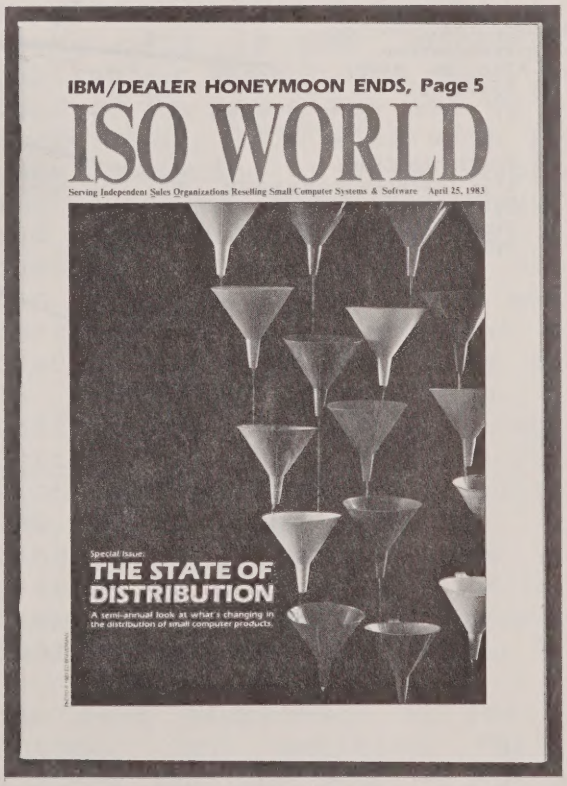
IDC has opened a new sales and research office in Amsterdam, The Netherlands. According to PETER ROWELL, Managing Director of IDC Europa in London, "This office is an arrangement made with the Industrieel Marketing Adviesbureau B.V. (IMA), a marketing and consulting agency."

IDC Benelux, opened in January, just recently completed a consulting project undertaken with

Continued on page 3

Name Contest For ISO WORLD

ISO World -- sounds like a great name for a newspaper, doesn't it? Well, it was a great name until objections arose from a company in Geneva, Switzerland -- holders of an international trademark on the acronym "ISO."


IBM/DEALER HONEYMOON ENDS, Page 5
ISO WORLD
Serving Independent Sales Organizations Reselling Small Computer Systems & Software April 25, 1983
Special Issue:
THE STATE OF DISTRIBUTION
A semi-annual look at what's changing in the distribution of small computer products.

"We knew that ISO was registered when we changed our name. But we believed that we were

Continued on page 3

International Data Group, Inc.
U.S. Office Listing

IDG
INTERNATIONAL DATA GROUP

Corporate Headquarters:
International Data Group, Inc.
5 Speen Street
Framingham, MA 01701
(617) 875-5000

Headquarters:
PC World
PC World Communications, Inc.
555 De Haro Street
San Francisco, CA 94107
(415) 861-3861

PC WORLD

Computerworld/San Francisco
300 Broadway
Suite 20
San Francisco, CA 94133
(415) 421-7330

Headquarters:
InfoWorld
Popular Computing, Inc.
530 Lytton Avenue, Suite 303
Palo Alto, CA 94301
(415) 328-4602

InfoWorld

CW Communications/Inc.
257 Lytton Avenue
Palo Alto, CA 94301
(415) 328-8064

IDC/Santa Clara
1333 Lawrence Expressway
Suite 220
Santa Clara, CA 95051
(408) 244-5710

IDC/Los Angeles
1448 15th Street
Suite 101
Santa Monica, CA 90404
(213) 458-1681

ISO World/Los Angeles
18008 Sky Park Circle
Suite 244
Irvine, CA 92714
(714) 754-0187

Computerworld/Chicago
2600 South River Road
Suite 204
Des Plaines, IL 60018
(312) 827-4433

IDC/Dallas
5400 LBJ Freeway, Suite 200
1 Lincoln Centre
Dallas, TX 75240
(214) 991-1796

CW Communications/Inc.
Suite C
1853 Peeler Road
Atlanta, GA 30338
(404) 394-0758

IDC

Headquarters:
International Data Corporation
5 Speen Street, P.O. Box 955
Framingham, MA 01701
(617) 872-8200

CW COMMUNICATIONS/INC.

Headquarters:
CW Communications/Inc.
375 Cochituate Road, Box 880
Framingham, MA 01701
(617) 879-0700

LINK

Headquarters:
LINK Resources, Inc.
215 Park Avenue South
New York, NY 10003
(212) 473-5600

Computerworld/New York
401 East 80th Street
Suite 7G
New York, NY 10021
(212) 570-2135

CW Communications/ Inc.
Paramus Plaza I
140 Route 17, North
Paramus, NJ 07652
(201) 967-1350

Computerworld/Washington
National Press Building
Suite 880
529 NW 14th Street
Washington, D.C. 20045
(202) 347-6718

IDC/Federal Division
1500 Planning Research Drive
Suite 240
McLean, VA 22102
(703) 893-0833

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IDG UPDATE

■ IDC ASIA LIMITED/HONG KONG ■ IDC RESEARCH AUSTRALIA ■ IDC EUROPA LTD/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND GMBH ■ IDC IBERIA ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC SCANDINAVIA ■ INFOWORLD ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LE MONDE INFORMATIQUE ■ LINK RESOURCES ■ PC WORLD COMMUNICATIONS

Briefings

From page 1

opening remarks in London, as well as Frankfurt (May 5), Madrid (May 6), Paris (May 9), and Copenhagen (May 11). Joining the line-up after London will be two additional speakers from the IDC office in the city where the briefing is held.

"In 1981 we had three briefings, in 1982 four briefings, and this year we are in five cities. Anyone want to guess how many next year?" asked Peter.

Benelux

From page 1

IDC Europa/London. HUBERT VAN ONNA, Manager of IDC Benelux, said the project was for a multi-national firm in the Netherlands looking to acquire a software house. Hubert, while visiting the U.S. recently, also mentioned a tour of Dutch firms undertaken by his staff and PAUL HOMER of IDC Europa to promote IDC's worldwide services.

Hubert said IDC Benelux plans to issue several multi-client studies on Belgium and the Netherlands during 1983.

Contest

From page 1

doing business in a different industry and wouldn't infringe on that trademark," said TOM CASALEGNO, Vice President and Publisher of ISO World. "Unfortunately, the International Organization for Standards doesn't agree, and has asked us to change our name."

To help with the new name selection, ISO World last week announced a nationwide contest open to subscribers to run through September 16, 1983. "The winner will be announced on November 29, 1983 at the Comdex/Fall Show," said Tom.

(Rules for the name contest for ISO World are printed in each issue of ISO World. The contest is not open to employees of International Data Group or any of its subsidiary companies, nor any members of their immediate family.)

Next Fortune Section A Record-Breaker

The May 16th issue of Fortune magazine will feature magazine publishings largest advertising supplement -- 73 pages. This supplement is produced by none other than IDC.

JOE LEVY, IDC's Vice President of Marketing, discussed the supplement in an interview last week. "It is the largest in publishing ever. The past record of 72 pages was set by IDC in October, 1977 also with Fortune magazine. This supplement, called "Computer Systems and Services for Business, Industry and the Home" was written by IDCer JOHN GANTZ which contains 24 pages of text and charts. We have signed up over 35 individual advertisers. In addition to the 670,000 copies Fortune has for their circulation worldwide, we are mailing 200,000 to the business and financial communities as reprints, as well as distributing them at the National Computer Conference later this month."

The next supplement is set for October 3rd entitled "Office Systems for the 80s -- Automation and the Bottom Line."

People

JOHN WHITMARSH has announced that SUSAN BLAKENEY has been named International Editor at CW Communications. In her new position, Susan will be responsible for the design, development, implementation, and operation of the CWCI International News Network. She will be the chief editorial liaison for the exchange of news and features between Computerworld in the U.S. and all CWCI foreign editors.

Susan joined CWCI in August, 1980 as the Assistant to the Editor and was promoted to Staff Writer/Photographer in February, 1982. For the past year she has been writing weekly news stories with a concentration in hardware and software. Congratulations on your promotion, Susan!

Congratulations to MEREDITH BROWNING, newly appointed Sales Director at PC World in San Francisco. CHERYL WOODARD, Associate Publisher, recently announced the promotion in conjunction with a reorganization of the PC World sales staff. In her new position, Meredith will be responsible for the entire sales team, including advertising and dealer sales.

BROOKE HAZARD of PC World has been promoted to the position of Marketing Manager. In this position, Brooke will provide marketing support to all PC World departments. She will be responsible for developing materials that promote ad sales, dealer sales, circulation sales, and trade show efforts. Brooke has a strong background in design and production. She worked with Grey Advertising and is familiar with all phases of materials design and production. Congratulations on your new promotion, Brooke!

New employees

Welcome to LAURA BERLAND, Account Executive with LINK's New Electronic Media Program in New York City. Laura has been interested in new electronic media for some time, and while an undergraduate at Cornell, she did graduate research in cable and videotex. Laura received a six month grant to work with the Director of the Computer Center at the Baruch College Educational Computer Center where she gained exposure to many aspects of the IBM OS/MVS environment. After a brief stint at Showtime, Laura became an account executive for Compuserve, working with Fortune 500 corporations in Manhattan. While at Compuserve, Laura also worked on new product development of corporate videotex systems and acquisitions of new databases. Laura is currently working on a masters degree in interactive telecommunications at New York University. In her non-existent spare time, Laura likes to play tennis, sail, and ski. Welcome to LINK, Laura!

Welcome to MARY DE CRISTOFORO, Computerworld's new Editorial Assistant. Mary graduated from

Continued on page 6

From page 4

Dean Junior College in 1981 with an associates degree in business administration. Most recently, she has been working for International Printworks in the accounts receivable department. Welcome to CWCI, Mary!

JOHN WHITMARSH, Editor of Computerworld, has announced that GEORGE HARRAR is the new Senior Editor/Features. George brings ten years of editorial experience on newspapers and periodicals to his new position. He has for the past year been a contributing editor to the The Best Report in New York, a monthly consumer publication which he describes as "a Consumer Reports for the rich." He has also acted as consulting editor to WGBH in Boston on a teletext project which the station launched last year. George has also contributed free-lance articles and photographs to Boston Magazine, Christian Science Monitor, Boston Globe Magazine, Signature, Editor & Publisher, American Way, Newsday, and others. Previously he created, designed, and edited an award-winning weekly tabloid for Boston University which was distributed to 23,000 readers. Welcome aboard, George!

Anniversaries

One-Year Anniversaries

Mary Ellen Mayer, IDC
Ron Shugan, IDC

Two-Year Anniversaries

Lisa Burke, CWCI
Bill Dwyer, CWCI
Martina McLaughlin, CWCI

Etcetera

To All U.S.-Based Personnel:

The 1983 Employee Evaluation is being conducted this month. Please watch your mailbox for the survey. This year a reply envelope has been included for your convenience in returning your evaluation. For the best possible picture of our company, we need your evaluation. Please take a few minutes and complete the form. Thank you.

1983 Employee Evaluation
Bill Sell, Project Manager
5 Speen Street, P.O. Box 1450
Framingham, MA 01701
(617) 875-5000, x444

Classified

IDG Update Classifieds are run free of charge for employees of International Data Group. Each week your ad will be seen by over 500 people in the U.S. and hundreds more overseas. To place your advertisement, please return this coupon to Bill Sell, Editor, IDG Update, P.O. Box 1450, Framingham, MA 01701, or send your ad through inter-office mail.

Your Name: _____

Company: _____

Telephone: ( ) _____

Text: _____

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Volume 13, Number 11 Week of April 25, 1983

Today's ISO WORLD Biggest

The latest issue of ISO World is one of the largest to date with 100 pages. 65 new advertisers have signed on this issue which covers the COMDEX trade show. According to TOM CASALEGNO, Vice President and Publisher of ISO World, "This is the best looking issue to date -- excellent mix of art and features, and 57 advertising pages." The April 11th issue of ISO World was also strong, making April, 1983 one

VISICORP 'IN ARREARS' ON VisiOn, Page 5
ISO WORLD
Serving Independent Sales Organizations Reselling Small Computer Systems & Software April 11, 1983
IBM CLEARS A PATH FOR NEW GROWTH
EXCLUSIVE INTERVIEW: IBM'S ESTRIDGE
MICROFLOPPY DRIVES: THE MARKET
FLOP THE FLOPPY AND SAVE THE SALE

of the best months for ISO World, with over 88 advertising pages.

IDC Conference Big Hit

"It went great," is how JOE LEVY, IDC's Vice President/Marketing, summed up last week's Spring Executive Conference. "Attendees rated this conference 'excellent.' We had tough competition -- people were battling the sun and palm trees." The Conference went off without a hitch, and included a M.A.S.H. bash on Tuesday evening. U.S. Army drill instructors lined up the attendees at 7:00 p.m. and marched them to a "mess tent" for dinner. "The group was treated to a barbecue dinner in mess kit, of course," said Joe. "We also arranged for a band playing music from the 50's, 60's, and 70's, fireworks, and the IDC logo in flashing lights." A mini-war was staged where Joe became one of the victims.

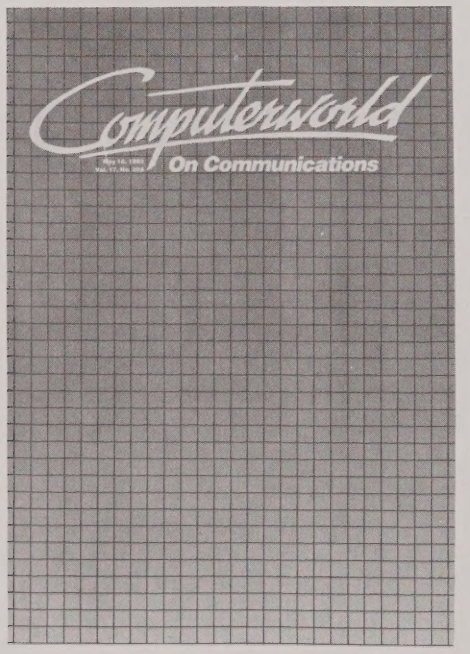
325 people attended, and Joe reported that for the first time a large number brought their spouses. Special thanks are in order to LAURA GREENFIELD, DIANE TESTA and ARLINE CLEMENTS for their fine work in running the three day Conference; also accolades to BILL LEITCH and DAVE DILLMAN of the Conference Management Group for their efforts on the conference program.

Spotlight

CW Special Publications Department

Special Publications' charter is to identify publishing opportunities for servicing the information needs of the Computerworld audience and the information processing community in general. Once identified, this group proposes, plans, and implements the new publication. All this requires working very closely with the many departments of Computerworld to make these special publications complement Computerworld's weekly news coverage of industry developments.

According to BOB ZIEGEL, Vice President/Special Publications, "So far the formula seems to be working." Bob is responsible for the development of the two special publications currently under way: Computerworld OA and Computerworld on Communications.



The newest special publication -- Computerworld on Communications. The debut of this newspaper special is May 18, 1983. A second issue of Computerworld on Communications will appear in September, 1983.

Computerworld OA, our office automation newspaper. OA number six was released last Wednesday, April 20, 1983. Four more OA's are scheduled for 1983.

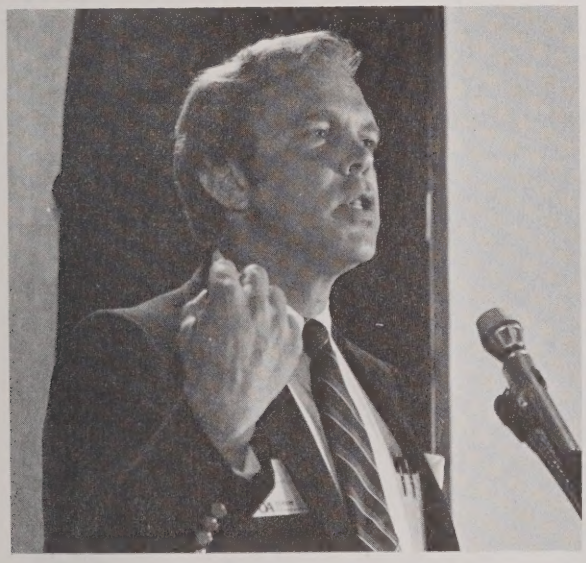
The second 1983 issue of Computerworld OA was distributed last Wednesday, April 20. Computerworld on Communications will be launched May 18, 1983. The launch coincides with the National Computer

Continued on Page 3

From Page 2

Conference in Anaheim. The second issue is scheduled for September 29, 1983.

BOB ZIEGEL joined Computerworld in 1968 and celebrated his 15th anniversary with the company April 1st (no fooling!). Bob is currently the Vice President of the Special Publications Department, a group which has grown to eight people in the past year and a half.



Bob Ziegel

Aside from publishing, Bob is very active in auto racing and has been professionally racing Formula Fords for some 20 years. He is a driver in the Skip Barber Racing Series and was Series Co-Champion in 1982. In addition to Formula Fords, Bob has competed in major endurance races and the "Cannonball" Sea-to-Shining-Sea Memorial Trophy Dash, a race from Connecticut to California. His time for the race was 37 hours and 25 minutes coast-to-coast in a Turbo Porsche. Bob also enjoys playing squash and spending time with his nine year old daughter, Chapin.

DEBBIE DAMIANO joined CWCI in April, 1982 as Secretary and Assistant to the Vice President/Special Publications. Among her many and varied duties are compilation of market share reports, mailings to advertisers and agencies, maintaining a target account list, producing lineage reports, and keeping track of Bob Ziegel, Don Byrnes, and Bill Dwyer.

Prior to joining CWCI, Debbie worked as a customer support specialist with Interactive

Debbie Damiano

Data Corporation, a Chase Manhattan Bank subsidiary.

In her spare time, Debbie enjoys nautilus, aerobics, CWCI softball, and crash-testing Japanese cars -- especially Toyotas and Hondas.

Computerworld OA

In its short life, Computerworld OA has been a publication in transition. The first of Computerworld's special publications, OA started out

Continued on Page 4

From Page 3

as a quarterly in 1982. This year it is being published bi-monthly (six times a year) and just recently made subscriptions available to readers who are not regular Computerworld subscribers. Computerworld OA covers office automation from a more analytical and trend approach than CW, which uses a product-oriented and fast-breaking news approach to office automation.

A lot of team effort has contributed to the success of OA. A writer was added to the staff this year which brings the editorial staff to three. But a lot of support comes from other departments in the company as well. One of the most notable is Art Director Tom Monahan who is instrumental in giving OA its outstanding graphics, but people in every department make OA what it is.

Ann Dooley

ANN DOOLEY has been Editor of Computerworld OA since its start-up nearly a year and a half ago. In that time, she believes she has come to know more about office automation than Detroit knows about cars -- but then that might not be saying much. Ann is taking time out from her OA fixation to be married in a few (very few!) short weeks. But she can't completely break away from the world of computers. According to her, it's an industry romance. "We met at the Info Show in New York, and we'll be honeymooning at NCC. It's what I've always dreamed of." Ann is also giving up her swinging bachelorette pad for a home in the suburbs. "People tell me Shopper's World gets to look just like Harvard Square after a while only with more parking. I've spent all this time honing my killer city driving instincts, so what's the challenge in parking legally?"

Glenn Rifkin

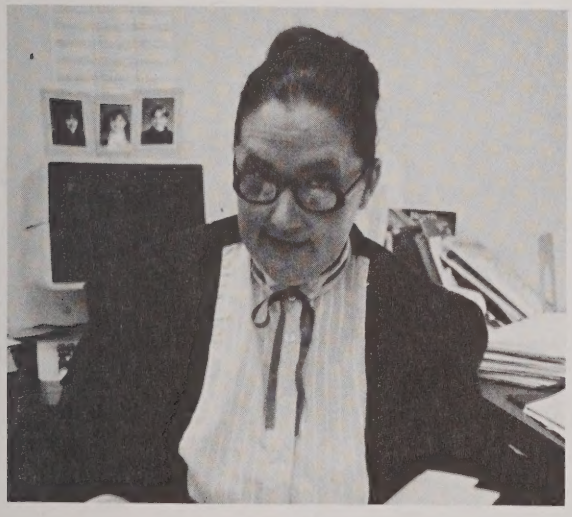
A recent addition to the staff of Computerworld OA, GLENN RIFKIN has written, in his career, about everything from hair dryers to windsurfing. As Staff Writer for OA, Glenn is getting a hands-on education about the office-of-the-future and can now speak for hours about electronic mail, spreadsheets, and local area nets. He can also talk for hours about the New Jersey Nets, being a certified sports fanatic.

Continued on Page 5

From Page 4

Glenn comes to OA from Boston University where he was senior publicist and staff writer in the office of public relations. Since graduating from B.U. in 1975, Glenn has written, on a freelance basis, for Sports Illustrated, the Boston Herald American Sunday Magazine, Yankee, Boston Phoenix, Runner's World, Horticulture, Communication Arts, and others. He has also authored a photography handbook for Dell Publishing.

When he is not playing basketball or watching basketball, Glenn lives with his wife Deborah, a graphic designer for DEC, in their West Newton home.



Nancy Fleming

NANCY FLEMING, Copy Editor for OA, spends some of her time copy editing, proofing, and doing layout for the magazine. The rest of it is spent fitting in that "one last ad" that Don Byrnes and Bob Ziegel seem to find in the closing minutes of shipping. She joined Special Pubs last year, when she split her time between Computerworld Extra! and OA. Before that, she was Associate Chief Copy Editor of CW.

In her spare time, Nancy enjoys hiding out at the beach and puttering in her garden in Rockport, where she lives with her anthropologist husband, three teenaged children and three dogs.

Don Byrnes

National Account Manager for Computerworld OA is DON BYRNES, with CWCI since August, 1982.

Don came to us from Penton/IPC's Modern Office Procedures where he spent five years as Midwest District Manager. Prior to that, he was with IBM's Office Products Division for six years.

When not travelling between Boston and Chicago (the cities where Don has offices), Don enjoys spending time with his 2-1/2 year old daughter Katie, and playing a round of golf or a game of tennis.

COMPUTERWORLD
OA
OFFICE AUTOMATION

Continued on Page 6

From Page 5

Computerworld on Communications

BILL DWYER joined CW Communications in 1981 and is now the NAM (National Accounts Manager) of the soon to premiere (May 18th) Computerworld on Communications, a new Special Publication, providing a focused feature editorial covering all aspects of the fast-growing communications industry.

Bill Dwyer

"I'm not quite sure how to describe my responsibilities as National Accounts Manager," Bill said, "but my job description calls for me to seek out new civilizations, cultures, and sales, as well as to boldly go where no NAM has ever gone before."

In his spare time, Bill likes to collect historic busts. His favorite is one of his Uncle Guido the Guide. "Uncle Guido was an old Indian fighter...my Aunt was an old Indian. Guido was really at home on the range until one day he was thrown out of the West...he was accused of saying a discouraging word. Uncle Guido died a tragic death. He was eating a piece of cherry pie in a food automat in New York City when the little glass door snapped down on his neck."

Anniversaries

One-Year Anniversary

Gail Odeneal, CWCI

Three-Year Anniversaries

Alfred DeMille, CWCI
Ann Marie Finn, CWCI
Liz Pacheco, CWCI

Four-Year Anniversary

Renee Visconti, CWCI

Six-Year Anniversary

Mark Schultz, IDG

New employees

Welcome to CINDI SPARROW, Secretary to the IDC Publications Department. Cindi will be handling production of the various IDC newsletters, helping with billing, answering telephones, and opening mail. Cindi was previously working for an insurance company selling commercial insurance. Welcome to IDC, Cindi!

BETH MORSE joined ISO World as National Advertising Coordinator recently. Beth comes to CWCI from Pennwell Publishing Company where she coordinated Laser Focus magazine. Welcome aboard, Beth!

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Volume 13, Number 10 Week of April 18, 1983

CWCI International Managers Meet in Singapore

Thirteen general managers of CW Communications' worldwide companies met in Singapore last week for five days of intensive planning meetings, reviews, and a seminar.

WALTER BOYD, host of the annual meeting and President of CWCI, prepared a full agenda for the group covering activities in all operations, as well as a publishing management seminar by Joel Novak of Novak & Associates in New York. Joel formerly worked for CBS and has conducted a number of seminars at CBS and Folio's Publishing Week. He is currently doing a series of courses at New York University.

Continued on Page 4

IDC Conference Opens Today

"Office Systems for the 80s: Integration and the Bottom Line" is the topic of IDC's 14th Spring Executive Conference being held this week at the Innisbrook Resort in Florida. The conference and speaker recruitment were handled by BILL LEITCH and DAVE DILLMAN of the CW Conference Management Group. According to Bill, "Personal computers are going to play a major role in the future of data processing. The IDC conference will have key MIS managers together, and we will help them learn about 'user liberation' -- how to apply personal computers." Among the personal computing names appearing are Dr. Michael

Continued on Page 4

IDCers JOHN GANTZ, LAURA GREENFIELD/Marketing, JOE LEVY/Marketing, and JOHN BREYER/President at the March 17, 1983 reception during the GUIDE Conference in San Francisco. The GUIDE Series is this week's feature in SPOTLIGHT. See page 2.

Spotlight

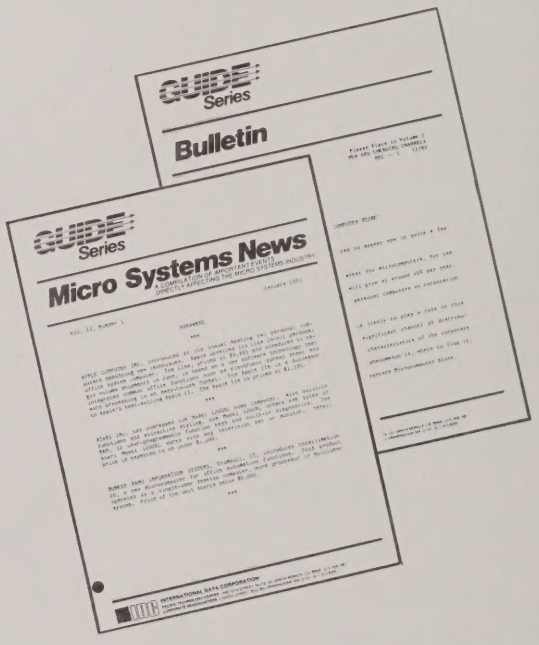
IDC's GUIDE Series

The Micro Systems Marketing Service, or GUIDE Series as it is more commonly known, is one of IDC's newer services. Started in 1982, GUIDE is a tactical program, a type of program new to IDC where most research is of a strategic planning nature.

Micro Systems Marketing Service

GUIDE Series

GUIDE caters to the low-end companies, the microcomputer manufacturers, and their sales and marketing staffs. ELLEN LEVIN, Program Manager, recently described how GUIDE came about: "IDC had a whole base of information and research, information that micro manufacturers want and need. But these companies cited a major need for tactical information -- a "how-to" for sales. We surveyed a number of companies to determine their needs, and each time the question of distribution came up. GUIDE's focus is the channels of distribution. GUIDE helps in the analysis of the various channels. We provide our customers with a market profile -- a set of norms to enable them to gauge their activities. We also provide information of channel support."



The program is made up of several research reports, three monthly newsletters, and profiles on manufacturers and sales organizations. The GUIDE Series recently sponsored their first conference titled "Micro Systems Marketing: The Road to Success in the 80s." Over 200 people attended the San Francisco conference.

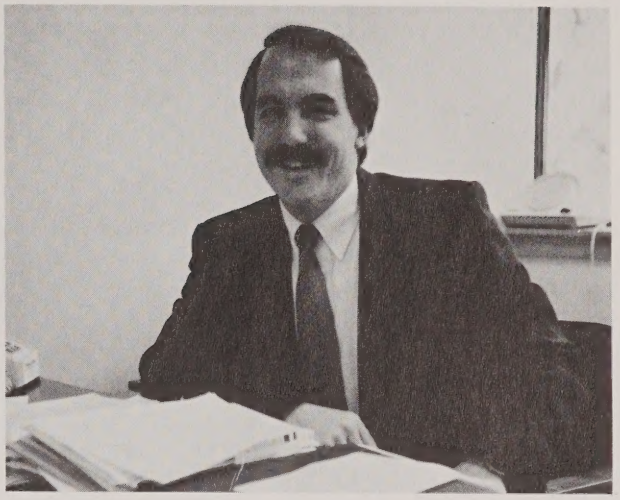
Continued on Page 3

From Page 2

ELLEN LEVIN is Program Manager. As Manager, she directs all of the activities and is responsible for research, product marketing, and helping promote GUIDE. Ellen became Manager in mid-1982, following a stint as Manager of IDC's Leasing Planning Service. She has also been a research analyst for CPS. Ellen joined IDC in September, 1980. She has an MBA from the University of Massachusetts, and is a native of Swampscott. In her free time, Ellen enjoys exercise, skiing, and horseback riding.

Ellen Levin

DAN COURSEY, with IDC since March, 1982, is Senior Analyst with the GUIDE program. Dan helps in coordinating the research effort, as well as providing client services. GUIDE currently has a staff of three in Framingham, and is working with three consultants in Orange County, California, bringing the staff to six. Dan will be writing four reports on distribution, covering hardware, software, and peripherals.



Dan Coursey

Prior to joining GUIDE, Dan was an analyst with the ISPS program, a group with which he still works very closely. Dan is a graduate of the University of Massachusetts honors program, and was Assistant Director of Economic Development at UMass. He spent some time consulting small businesses on management, and currently is an instructor on micros -- covering the Lotus 1-2-3 program, VisiCalc, and the new MBA program on the IBM personal computer.

Ann Palmisciano

Continued on Page 4

From Page 3

With GUIDE since September, 1982 is ANN PALMISCIANO, the program's Administrative Assistant. Ann coordinates GUIDES' mailings and maintains client records. Ann joined IDC 3-1/2 years ago as production typist. In her time with IDC, Ann has also held positions as Assistant Production Manager and Administrative Assistant to the Research Department. Ann, a devoted Boston Celtics fan, lives in Dedham.

From Page 1

Singapore

Attendees at this year's meeting were: WALTER BOYD/USA, PREBEN ENGELL/Denmark, ERIC HIPPEAU/Brazil and Argentina, NEIL KELLEY/Spain, SHOHEI KURITA/Japan, BENGT MARNFELDT/ Sweden, PATRICK MCGOVERN, Chairman of the Board/USA, PATRICK MOREL/France, BILL MURPHY/USA, ALAN POWER/Australia, DAVID ROUSE/Denmark, Sweden, and Norway, RICHARD SMALL/ Mexico, and ECKHARD UTPADEL/ Germany.

From Page 1

Conference

Hammer of Hammer & Company, Mitchell Kapor of Lotus Development Corporation, and Rod Canion of Compaq Computer Corporation.

Among the many speakers are several IDC people: JANICE ANTONELLIS, MOLLY UPTON, DEBORAH KELLY, TOM ELLIOTT, and DAVE TERRIE.

Anniversaries

Three-Year Anniversaries

Verna Baxter, CWCI
Michael Masters, CWCI

Nine-Year Anniversary

Barbara Jeanetti, CWCI

New employees

BARBARA BORGE, InfoWorld's new Office Services Coordinator, joined the staff in March somewhat by chance. While looking through the newspaper ads for a house, Barbara happened to notice InfoWorld's ad. Since the title and job description matched those of her last job, she decided to apply.

Barbara describes her job as "being in charge of miscellaneous." Actually, she handles purchasing, receiving, travel arrangements, mail, telecommunications, office machines, and the warehouse. Barbara likes to reorganize and is in the process of training the rest of the staff to sign out, rather than disappearing and reappearing at odd intervals throughout the day. Outside of work, Barbara's husband, Ernie, and 2-1/2 year old son, Brandon, keep her on the go.

Welcome to HOLLIS BRUSH who joined IDG recently as Accounts Payable Clerk handling the PC World Communications payables. Hollis comes to us from Artistic, Inc., and lives in her native Natick with her two children.

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IDG UPDATE

■ IDC ASIA LIMITED/HONG KONG ■ IDC RESEARCH AUSTRALIA ■ IDC EUROPA LTD/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND GMBH ■ IDC IBERIA ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC SCANDINAVIA ■ INFOWORLD ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LE MONDE INFORMATIQUE ■ LINK RESOURCES ■ PC WORLD COMMUNICATIONS

Volume 14, Number 9 Week of April 11, 1983

Stork Brings 'Australian Microcomputer'

Pictured here is the crew of Computerworld Pty. Ltd. at the launch of Australian MicroComputer Magazine in March. The launch of the monthly magazine at the first Personal Computer Exhibition held in Sydney has a complete "baby" theme with ACW staff dressed as doctors and nurses. From left are Debbie Somers, ACW Sales Executive; Publisher Alan Power; Ken Beener, ACW Marketing Manager (and designer and builder of the booth); Susan Taylor, ACW Sales Executive; and Rick Smith, Micro Sales Executive. Show attendees rushed the booth and at the taking of this picture the baby's cot was empty. At the top of the picture a stork is delivering additional copies of the new magazine.

Spotlight

IDC's Professional Services Department

The IDC Professional Services Department -- it's a group that provides a wide variety of administrative services to International Data Corporation.

At IDC's helm is President JOHN BREYER. John joined IDC fifteen years ago as Vice President/Research while IDC was still based at the Gray House in Newtonville. "There were only five other employees at the time -- I shared Pat's (McGovern) living room with Fred Anderson." In 1969 John was promoted to Executive Vice

John Breyer

President, and in 1976 he became President. "I think my greatest contribution to IDC has been building a truly international company. We started in the U.S. in the early '60s, then opened our first international office in London in 1969. Today we have 6 research and sales offices in Europe, 6 in the U.S., 4 in Asia, and 1 in South America."

Today John coordinates the worldwide activities and is working on building a common data and information exchange. Our global information network has made IDC the world's largest market research and consulting company specializing on the information processing industry.

John has also been working on setting up IDC as the company with concentrations in all information processing areas. Three years ago, IDC acquired LINK Resources, a company dedicated to market research on home and office uses of cable television, videotext, and on-line databases. IDC is currently working on strengthening its presence on the West Coast. The Pacific Technology Center was opened recently, featuring services on the graphics industry and Japanese technologies. 1982 also marked the launch of the Micro Systems Marketing Service (GUIDE Program). GUIDE is IDC's first tactical program dealing with marketing and sales issues. Most traditional IDC services are strategic planning in nature. "Service is our major product -- ser-

Continued on Page 3

From Page 2

vicing clients with relevant information to help them plan their futures."

A native of Hungary, John came to the U.S. in 1956. He attended Yale University, and currently lives in Weston. "My hobbies? I guess they would include sailing, skiing, bicycling, and tennis," said John.

Judy Kramer

JUDY KRAMER is the Executive Assistant to the President of IDC. Going on ten years of service, Judy monitors and reports the revenues and expenses of IDC's offices in the U.S., as well as assisting John Breyer on a variety of projects. "I not only work as assistant to John, but I also coordinate the monthly booking charts for John and for IDG. Other jobs include interfacing with IDC employees and overseeing the day-to-day operations of our department." Judy works very closely with IDG on a variety of areas, including telephone expenses, building matters, and accounting.

When not at work, Judy spends time with her husband and two daughters at their home in Marlboro. Among her activities: assistant coach for a soccer team. "I enjoy shopping, dancing, and camping."

Lucy Sheehan

LUCY SHEEHAN recently joined IDC as Executive Secretary/ Administrative Assistant to John Breyer and Judy Kramer. Lucy comes to IDC from Honeywell Information Systems in Brighton where she worked for the purchasing manager. "IDC has a very professional atmosphere," said Lucy during an interview. "I really enjoy it here. It will take a while to get to know all of the names." Lucy currently handles invoice generation, travel, and secretarial support.

Dancing, exercise, and racquetball round out her life away from IDC.

JANET SPARRE, Secretary with Professional Services Department, has been with IDC since 1979. Janet has filled many positions while at IDC. She started part-time during the

Continued on Page 4

From Page 3

summer of 1979, and later that year she became a full-time production assistant. During the next two years she advanced from Assistant Production Manager to Production

Janet Sparre

Supervisor. In 1982 she handled international communications, and this year Janet became a Secretary providing support services to people in four departments.

Janet attended Mass. Bay Community College and studied Executive Secretarial.

In her spare time Janet enjoys ALL summer sports including sailing and beach parties on Basset's Island. Another favorite is coming up with "weird ideas" to annoy brother-in-law Danny Famosi (IDC/DP). Janet's latest: early morning jogging around the track at Point West Office Center.

MARYELLEN MAYER operates IDC's Message Center. With IDC since 1982, Maryellen started as receptionist, and in October moved to the message center. In addition to answering phones, Maryellen assists with filing and other clerical duties in the department. An avid reader of best sellers and newspapers, Maryellen is married and has two children.

Maryellen Mayer

Honey Germagian

From the rolling hills of Mendon, Massachusetts, HONEY GERMAGIAN came to IDC in October of 1982. IDC's receptionist, Honey keeps busy fielding the hundreds of calls that come in to the switchboard each day. When not at IDC, Honey keeps busy with a variety of activities ranging from a vegetable garden to being a Mary Kay skin care consultant. Honey also enjoys ice skating, swimming, and riding the country roads of Massachusetts on her motorcycle.

People

LYNN MCGALLIARD of CWCI has been promoted from Direct Marketing Assistant to Production Coordinator in the Direct Marketing Services Department. In her new job, Lynn will assist in the scheduling and coordination of all direct marketing campaigns. Congratulations, Lynn!

New employees

Welcome to GLENN RIFKIN, new Staff Writer on Computerworld OA. Glenn was formerly a senior publicist with Boston University's Public Relations Department. Glenn has also freelanced for publications such as Sports Illustrated, Yankee, Runner's World, and the Boston Herald. An avid sports fan, Glenn also writes for the Celtics basketball team magazines.

JOHN WHITMARSH has announced the appointment of TOM SCHMIDT as Copy Reader of Computerworld. Tom graduated from Georgetown University in 1977 with a BA and honors in English literature. He also received an MA degree in English literature from the University of Chicago in 1979.

Since graduation, Tom has worked as a writer/editor at Herner and Company in Arlington, Virginia, and as a freelance writer at Automation Unlimited in Woburn, Mass. He has also written or co-authored a number of articles on the American family, and child abuse and neglect. His book review of The Burning by Richard Snow was published in the August, 1981 issue of Saturday Review. Welcome aboard, Tom!

TERI HEGARTY has joined the Direct Marketing Services staff at CWCI. A recent Boston College graduate, Teri will assist with list rental sales, as well as general secretarial and clerical work.

Welcome to TRACEY HAMED, Production Room Assistant at IDC. Tracey also assists with the message center and with clerical services. Tracey and her family moved to Massachusetts three years ago from Ohio. In her spare time she enjoys decoupage crafts. Tracey lives in Framingham.

Anniversaries

Celebrating Anniversaries with IDG this Week are:

One-Year Anniversaries

Debbie Damiano, CW
Robert Dornan, IDC
Carol Giroux, CW
Paul Holland, IDG

Two-Year Anniversaries

Alexandra Carson, IDC
Barbara Hill, CW
Janet Ingrando, IDG

Four-Year Anniversary

John Whitmarsh, CW

Fifteen-Year Anniversary

Grace Polishook, IDG

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From Page 5

Celebrating her 15th anniversary with IDG is GRACE POLISHOOK, Senior Bookkeeper. Grace joined IDG in 1968, when Computerworld was only months old. Grace has worked in almost every building IDG has had, including 60 Austin Street and 797 Washington Street in Newton, and 214 Third Avenue in Waltham.

Grace Polishook

Grace handles the books for CW Communications, International Data Corporation, PC World Communications and CW Conference Management Group. Grace enters the final balances in the general ledger based on information from the accounts payable clerks in each of these areas. "When I started here I set up a bookkeeping system from yellow work sheets, and now we have a sophisticated system which involves a computer and a staff of several people," commented Grace.

Grace and her husband Lou live in Newton, just minutes from the building where IDG was started. Grace is the mother of two and also has a seven year old grandson. Grace and Lou enjoy dancing, going to clubs, and playing bridge. Congratulations on your anniversary, Grace!

Etcetera

Please note that Computerworld Mexico has a new telex number: 1771300 or 1777809 (ACHAME). Telexes go through the American Chamber of Commerce in Mexico, so please address your messages to: Computerworld de Mexico, S.A. de C.V., Oaxaca 21, 20 Piso.

Classified

COPY EDITOR

ISO World has an opening in the busy Editorial Department for a full-time Assistant Editor. Duties will include: page layout, editing news copy for grammar and consistency, headline writing, proofreading page proofs, and rewriting press releases. A sharp eye for detail and the ability to work under the pressure of daily deadlines are required. Ideal opportunity for recent Jr. school grad with some newspaper experience. Experience on electronic editing systems preferred. Computer experience is helpful but not necessary. Please call Mike Lowe of ISO World at (617) 879-0700, x377 for further details.

DISPLAY ADVERTISING SALES OPENING

InfoWorld seeks a display salesperson for Southern Californian office. Three to four years magazine sales experience a definite plus. Compensation package negotiable. Please contact Roger Leen, Advertising Director of InfoWorld at (415) 328-4602.

FOR SALE

1979 Datsun. 2 door, 4 cylinder, 5-speed, rear window defogger, cloth interior, regular gas, good gas mileage, 65,000 miles. Asking $2,900. If interested, call Mary Jo McSorley of IDC at (617) 872-8200, x253.

FOR SALE

Double mattress and box spring, very firm. Luxury quality. $150 (negotiable). Contact (617) 879-0700, x329.

FOR SALE

1979 Susuki DS 185. Hardly ridden -- $900. Please call P. Donovan of IDC in Framingham at (617) 872-8200 x323.

APARTMENT NEEDED

Barbara Wierzbicki -- a new writer for InfoWorld -- is moving to Massachusetts with her husband and cat in May. They are looking for a two bedroom apartment, preferably in the Framingham area. Access to public transportation desired. Occupancy May 1 or thereabouts. If you know of a suitable apartment, please contact David Needle of CWCI at (617) 879-0700, x330.

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Volume 13, Number 8 Week of April 4, 1983

Two Newspapers Now On-Line With Data Bases

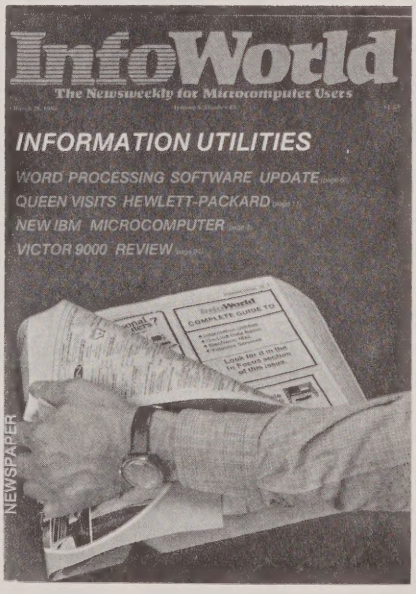
Computerworld Signs NEXIS Deal

COMPUTERWORLD
THE NEWSWEEKLY FOR THE COMPUTER COMMUNITY
AT&T: Monster Or Martyr?
Standards Program Jeopardized
Reagan Reconsidering NBS Cuts
AT&T Agrees to License Videotex Technology Free
DP Managers Encouraging Personal Computing . . .
SPECIAL REPORT
. . . But E.F. Hutton Rejects Micros for Terminal Net
NEWSPAPER

Computerworld is now available to subscribers of Mead Data Central's NEXIS System. In an agreement that brought Computerworld on-line with NEXIS March 17, all issues of CW from January 1, 1982 will be available to NEXIS subscribers. This includes the CW

Continued on Page 7

InfoWorld Hooked On Compuserve


InfoWorld
The Newsweekly for Microcomputer Users
INFORMATION UTILITIES
WORD PROCESSING SOFTWARE UPDATE
QUEEN VISITS HEWLETT-PACKARD
NEW IBM MICROCOMPUTER
VICTOR 9000 REVIEW
NEWSPAPER

InfoWorld recently completed an agreement with CompuServe, an on-line data base provider, to place the weekly software reviews on the on-line system. "It's an experiment in the future," is how InfoWorld's Editor-in-Chief, MAGGIE CANON, put it. "We've been thinking

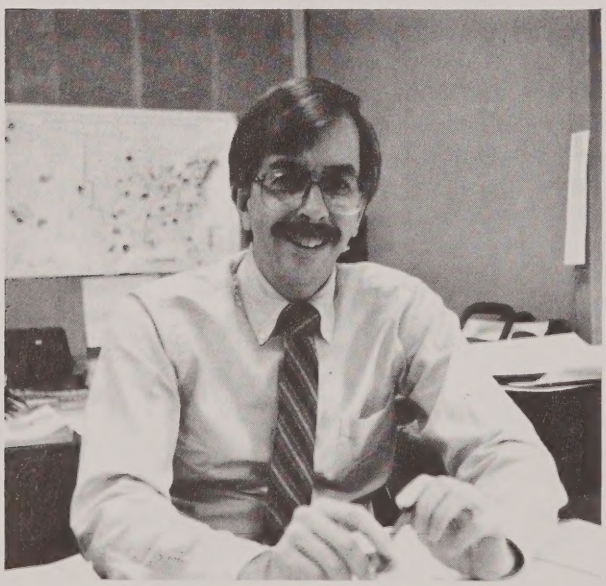
Continued on Page 7

Spotlight

CWCI's Advertising & Billing Departments

Advertising Administration

Corporate Advertising Administrator, FRANK COLLINS, took his first steps toward becoming a "legend in his own time" in 1974 when he joined CW in the Circulation Data Entry Department where he labored diligently to perfect his design for disposable paper watches. Frank worked along with another newcomer at the time, Marion Kibbee.



Frank Collins

The watches must have caught on, for Frank was quickly whisked off to the heady glamour of classified advertising where he held sway over the Buy-Sell-Swap pages. He had been doing his stand-up routine there for a while when new horizons appeared in the form of a Northern Territory Sales Trainee position with Bob Ziegel. Frank knew it was only a matter of time before the folks in Classified wised up, so he went for it. For 15-16 months he labored in the vineyards of Madison Avenue and developed a solid understanding of advertising's ins and outs as seen from both sides of the fence.

In 1979 opportunity arose again in the form of an opening in display advertising. All departments were greatly relieved to know that the danger had passed . . . Frank was again settled somewhere.

1982 saw Frank's promotion to Corporate Advertising Administrator, the expansion of the Advertising Department to include Special Publications, the automation of the billing system and the continuation of the Publications Operations Committee (POC), where Frank delegates, administrates, manages, and coordinates a monthly roundtable discussion of "things." Careful research has proven that a major function of corporation, advertising, and administration consists of boarding planes at Logan Airport, going to California, and coming back with an In-Depth analysis of more "things."

Continued on Page 3

From Page 2

Frank is a man of many and varied interests -- he enjoys photography, travel, and beaching. He is currently undergoing therapy to allay his phobia regarding condo conversion.

When asked to comment on the tremendous thrust of changes occurring within the computer industry vis-a-vis economic recovery and increased advertising revenues, Frank took off his glasses, pondered a moment, and replied, "Can I pound my calls over to you?"

Anne Hadley

When you speak with ANNE HADLEY, Display Advertising Supervisor, you had better be prepared to speak seriously . . . seriously about diapers, teething, and the high cost of Pampers. We've all heard the expression, "Nobody's perfect," but Anne is happy to report that that is no longer true since giving birth to her daughter, Rebecca. As this new mother modestly says, "The child is flawless." Former Northern Territory Coordinator, Anne was promoted to Supervisor in November, and now functions as majordomo and general flak catcher of the entire Display Advertising Department. One can often find her at the desk muttering "make-good" over and over. Anne juggles home, motherhood, exercise class, and office with great aplomb and only occasional hysterics.

Advertising Coordinators

CW's Eastern Territory Advertising is coordinated by PAM VALENTINAS, who is greatly envied because she gets to deal with Manhattan telephone operators all day. Having majored in economics in college, she recognized that a quick buck could be made in advertising.

Pam Valentinas

Pam came to us with strong agency background and is a tried and true veteran of the advertising wars. She enjoys tennis and can be seen every Wednesday evening racing off to the racquet club for a few tension-relieving sets. A person interested in political and community participation, Pam is active in the League of Women Voters in Newton where she lives with her first husband, Henry, her precocious son, Matthew, her hairy cat, Bubbles, and her smart and

Continued on Page 4

From Page 3

lovable dog, Sanderson. The poor man's Elizabeth Taylor, she is also active in a Newton religious cult whose devotees believe that there is no problem which could not be solved by spending 2-3 hours with Tom Selleck and a bottle of good champagne.

Tracey Eastman

TRACEY EASTMAN is CW's Western Territory Advertising coordinator and resident Wizard. The official Wizard hat, when not in use, sits atop her terminal for safe-keeping. So far Tracey likes living on Earth, but admits under cross-examination that she was born on the planet Xenthrope and was sent here at an early age by her parents who said, "We like you kid, but you only have one oar in the water..." She graduated from U Mass' English program with the thought that a foreign language is the best asset a diplomat can have. The West is an extremely active and productive territory which includes California; Tracey has picked up on the laid-back approach and can often will herself into a comatose state. An avid runner and health maven, Tracey is the resident marathon attempter. She believes in a "sound mind in a sound body." Well, one out of two ain't bad. In quiet moments she enjoys swapping off-color stories with the Atex.

ALICE LONGLEY is tne Northern Territory Advertising Coordinator for CW. A former Advertising Production Manager in Westport, Connecticut, Alice has been in the business long enough to know that insertion orders will breed when left unattended on one's desk. A journalism major from the University of Missouri, Alice's interests include swimming, reading, and working with local environmental groups in

Alice Longley

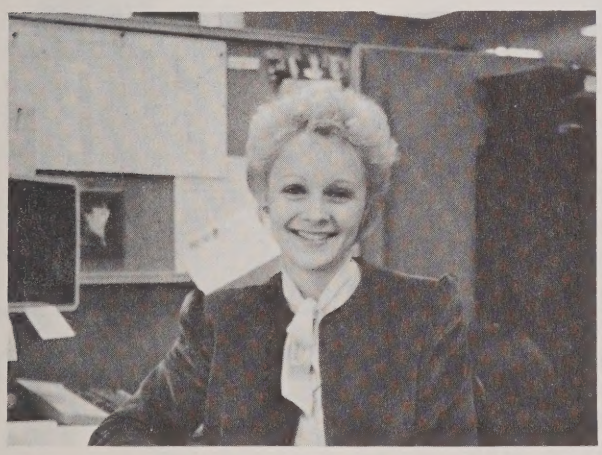
Wayland where she lives with her husband, Cy, and her "feline" son, Amos. She believes strongly in "shriek therapy" and is currently penning a sure-fire future best seller, Love of Pressure (or How to Make Deadlines Work for You). Alice has rightly inherited the mantle of resident ethics adviser of the Advertising Department and counsels everyone to remember that "Money isn't everything . . . style is everything."

Continued on Page 5

From Page 4

Special Publications

LAURA KENTLEY has recently transferred from the ISO World staff to take charge of Advertising Traffic for Computerworld's Special Publications. In her new position, Laura is responsible for CW Office Automation, CW Response Cards, and CW On Communications. Laura feels that advertising is a "fun" business and believes that a day without a crisis is a day without sunshine. At home, Laura relaxes with a stiff ballet workout or a quick turnabout using inversion boots (yes, gravity can be your friend). Laura lives with her headhunter/furniture-builder husband, Hugh, and her four year old "puppy" Tara.



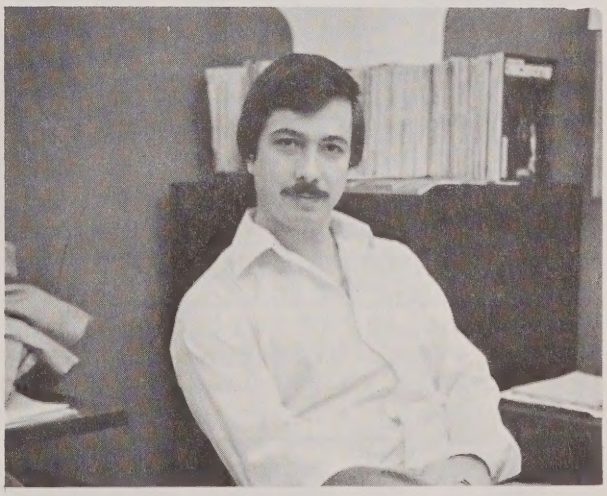
Laura Kentley

Billing Group

The CWCI Billing Department handles that most important job of preparing and sending out the invoices to Computerworld and ISO World advertisers.

Advertising rates for CW and ISO World are calculated on a line rate -- that rate charged for a one-line ad. Various fixed ad sites are used for display ads, each for a section of or a full page. Advertisers are charged extra for extra line premium positions and colors. Classified advertisements are billed based on the line rate and the number of lines the ad runs. Clients who sign up for a certain number of lines (1,000 in a year is the minimum) become "contract advertisers" and are able to preserve their contract specified line rate through year-end. Those clients who sign new contracts before December 31 are able to renew at the old rate.

The four members of the Billing Department review the billing information on the Atex computer system, filling in any other information needed for the invoice. Here is our CWCI Billing Department.



Doug Hersey

DOUG HERSEY, Billing Supervisor. Doug's duties include compiling statistical data on CW and its major competitors for market share analyses. As supervisor, Doug handles problems that arise, as well as client and agency requests and inquiries from our sales force

Continued on Page 6

From Page 5

throughout the United States.

A 1977 graduate of Southeastern Massachusetts University, Doug joined CW Communications in 1979. His coworkers claim his hobby is "snatching his car from the jaws of death" and have awarded him the distinguished "Popular Mechanic of the Advertising Department" Award. Doug, when not working on his car, enjoys tennis, racquetball, and travel.

Janice Bugden

JANICE BUGDEN has been with CWCI as a Billing Clerk since November, 1979. Janice and her two co-workers process the insertion orders and prepare the information for invoicing the advertising clients. Janice hopes to write a book someday, but for the time being reads a lot and enjoys photography.

JUDY LABARRE arrived at CWCI on month after Janice, December of 1979. Judy, when not working, displays her creativity through ceramics. Several of her works are on her desk including her coffee mug. Judy lives for the seashore, especially at York Beach in Maine. Last week she spent several days in California on vacation.

Judy Donovan

The fourth member of the Billing Group is JUDY DONOVAN, with CWCI for 15 months. Judy claims sleeping is a hobby, but also likes cooking (coq au vin is her favorite dish), canoeing, and fishing. And she is Judy LaBarre's roommate. A recent graduate of Boston College, Judy worked with Bay Banks before CWCI.

Special thanks to ALICE LONGLEY for her help in preparing the text for the Administration and Coordinator sections.

NEXIS From Page 1

special publications -- OA, CW Extra!, and CW on Communications.

LEE VIDMER, CWCI Senior Vice President of Domestic Operations, said in an interview with the IDG Update that Mead Data Central will be creating their data base of past issues manually. "We tried to convert our Atex files, but encountered protocol problems. The current issues will be brought on-line with a one week delay. All of our articles, except those to which we do not own the copyright, will be available." Although Mead Data Central does not release the number of subscribers they have, a recent Wall Street Journal article placed the number at 16,000. NEXIS users must lease Mead Data Central terminals, whereas subscribers to other data bases (like CompuServe, the system InfoWorld is on) may use a personal computer.

The CW editorial assistants are being trained in the use of the NEXIS data base.

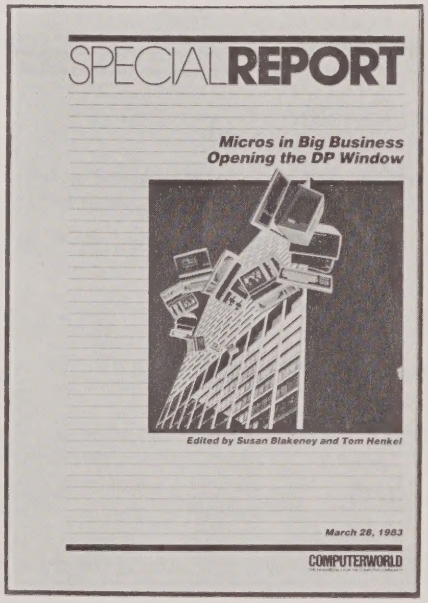
Compuserve From Page 1

about it for a long time because we realized that's where the future is going -- in electronic publications."

CompuServe subscribers can access the software reviews by means of their personal computer either at home or work.

According to William H. Louden, CompuServe Product Manager for personal computing services, the InfoWorld reviews are the first time CompuServe has reviewed software in a formal way. Plans also call for allowing readers to review their InfoWorld subscription on-line, as well as enabling readers to send messages to InfoWorld editors through a feedback section. To reach InfoWorld on-line, type GO INF-1 from the main menu, or look under Reference in the CompuServe News category.

232 Page Issue Breaks Record



Thanks to a special report entitled "Micros in Big Business: Opening the DP Window," the March 28 issue of Computerworld became its largest regular issue to date. According to LEE VIDMER, CWCI Senior Vice President, "We rarely have over 200 pages with a special report. The only time the issues are larger (than the 232 pages on the 28th) is during the National Computer Conference. NCC issues average 252 pages."

Anniversaries

Celebrating anniversaries with IDG companies this week are:

One-Year Anniversaries

Grace Duarte -- PCI
Sandra Dwinnells -- CWCI
Gail Garland -- CWCI
Barbara Reinsch -- IDC
Cheryl Ross -- CWCI
Lee Rudenauer -- CWCI

Two-Year Anniversaries

Wayne Bloodworth -- Link
Damian Rinaldi -- IDC

Three-Year Anniversary

Rita Shoor -- CWCI

Four-Year Anniversary

Lih-Lih Chang -- IDC

Five-Year Anniversary

Marcia Blumenthal -- CWCI

Thirteen-Year Anniversary

Marion Pedersen -- CWCI

Fifteen-Year Anniversary

Robert Ziegel -- CWCI

This week the IDG Update introduces a new feature to our Anniversary column. Many of our employees have been with IDG companies for years. This week we meet Marion Pederson, a member of the CW Communications Circulation Department since 1970.

With CW Communications 13 years this week is MARION PEDERSEN, a Senior Clerk, Accounts Receivable with the Circulation Department.

Starting with CWCI at the Gray House in Newtonville, Marion has seen our offices move to 797 Washington Street in Newton, as well as two locations within offices at 375 Cochituate Road in Framingham.

Marion processes the cash sheets for Computerworld, ISO World, and InfoWorld, as well as all special publications, reprints, and back issues. Each day between 400 and 1,000 checks come in to the Circulation Department and are "batched" according to publication and length of subscription. Marion then audits these batches and maintains records of all cash and checks that go through the department.

What does she do in her spare time? "I go out with friends often. I try not to cook on weekends at all." Marion could probably double as a restaurant critic.

Congratulations on your anniversary, Marion!

People

Congratulations to LORE HARP MCGOVERN, winner of the 1983 Entrepreneurial Woman-of-the-Year Award given by the Women in Business Association. Lore was presented with the award at a luncheon in New York City during the Fourth Women in Business Conference in recognition of her achievements. Lore is co-founder, Chairman, and Chief Executive Officer of Vector Graphic, Inc. Lore is married to PAT MCGOVERN, Chairman of International Data Group.

TOM PFAU, Systems Manager at CWCI, has announced the promotion of JEFF PENNETT to Computer Maintenance Supervisor for the Atex system and related equipment. Jeff has worked at CWCI for 18 months as our in-house service technician and computer operator. Having weathered three power failures and the SYSBOMB program, Jeff has proven he can handle whatever we throw at him. Jeff has had his hands full lately purchasing plenty of Atex spare parts in anticipation of dropping our service contract with Atex.

New employees

MIKE COUTU has joined CWCI as Computer Maintenance Technician. Mike does double duty, repairing terminals by day and running database maintenance by night. Please offer Mike a word of encouragement as he runs from one house call to another.

KATRINA LEE has joined CWCI as Application Specialist for the Atex. This is Katrina's second stint at CW, following a three year "leave of absence" at Pandick Press in Boston. Katrina will be assigned to help out on new projects such as the Buyer's Guide, as well as training new Atex users. She is the one to call for answers to burning questions like "Why does the printer DO that?"

DON FAGAN also announced several new additions to the Computerworld sales force recently.

JIM MCCLURE joins the CHRIS LEE Northern Regional Sales team as District Manager. Jim comes to Computerworld from McGraw Hill's Data Resources, Inc., where he was Senior Product Marketing Representative of the Macro Marketing Group. Jim also sold classified advertising for four of McGraw Hill's high technology magazines, and also sold for Lanier Business Products in New York City.

JEAN BRODERICK has joined Computerworld in our Chicago Sales Office as Sales Assistant to NEWT BARRETT and ART KOSSACK.

JOAN DALY has joined the MIKE MASTERS Eastern Regional Sales team as District Manager. Joan comes to Computerworld from Computer Decisions, where she was Southeast District Manger. Joan will cover southern New Jersey and south to the Washington, D.C. area.

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From Page 9

Also, in the New Jersey Sales Office, GALE PATERNO has joined as Sales Assistant for the Eastern Region, replacing FRED LOSAPIO, who has been promoted to Account Executive.

A new sales office has been opened in the Eastern Region. The office will be located at 1853 Peeler Road, Suite D, Atlanta, Georgia 30338. JEFFREY MELNICK has joined Computerworld as District Manager in the Southeast and will be handling Georgia, Florida, Alabama, and Mississippi from the new Atlanta Office. Jeff comes to us from Association Management magazine. Previous to that, he held sales positions with Golf World magazine, and also Ziff-Davis' Hotel and Travel Index.

We have two new additions at the Healey organization. First, we have A.G. GERMANO, who comes to us from Computer Decisions, where he was District Manager in Northern California. He has a solid background in radio, television, advertising production, and journalism.

THEORDORA (TEDDIE) FRANSON has also joined the Healey group. Teddie comes to us with advertising sales experience from Interfield Publishing, and with market research experience from Dataquest, where she was an Industrial Market Research Analyst.

Then there's ELLY MERCURY, new person in our ISO World corner in Framingham. Elly is not new to CW, though -- she was favorite daughter in Circulation's Data Entry. Our gain, their loss -- welcome, Elly.

Etcetera

Please note the new telex number for IDC Scandinavia: 855-19236 (INTDAT DK).

The March of Dimes will be holding their annual Walk-America Walkathon on Sunday, April 24 in Boston and Framingham. If you are interested in supporting the March of Dimes and would like to participate in the 18-mile walk, please contact Mary Dolaher of IDG at (617) 875-5000, x406.

Classified

INTERNATIONAL EDITOR

Computerworld has an immediate opening for an experienced editor to develop, manage, and coordinate the CWCI International News Network.

Reponsibilities include the development, weekly operation, and expansion of the internatioal news network which presently shares computer news between Computerworld and seven of our foreign publications; chief editorial liaison for news and features between Computerworld and all CWCI foreign editors; select, appropriately edit, and dispatch on a weekly basis any news and feature stories from Computerworld U.S. that may be of interest or significance to our foreign publications; supervise the weekly transmission of the international news alert to all foreign publications on the network; each week actively solicit news and feature stories from foreign publications that may be of interest to Computerworld U.S.; establish a system to monitor the flow of international traffic between Computerworld and foreign publications on the network; and conceive and coordinate joint international story assignments.

Qualifications for this position include professional journalism experience, knowledge of the computer industry in the U.S. and preferably in foreign markets, multilingual fluency preferred, ability to initiate and complete multiple projects and to work effectively with people from different cultures, and demonstrated organizational, administrative and management skills.

Please contact John Whitmarsh, Editor, Computerworld, 375 Cochituate Road, Framingham, MA 01701.

FOR RENT

Two bedroom apartment in Boston with eat-in kitchen. Big bedrooms, lots of closets, hardwood floors. On T-line, minutes to Pike. Approximately 1,000 square feet. About $500 (incudes heat/hot water). Call Deborah Scaduto-Horn of CWCI at (617) 879-0700, x333, or (617) 277-1748 nights.

INTERNATIONAL DATA GROUP ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER WORLD DO BRAZIL ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD JAPAN ■ COMPUTER WORLD MEXICO ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ CW PUBLIKATIONEN GMBH

IDG UPDATE

■ IDC ASIA LIMITED/HONG KONG ■ IDC RESEARCH AUSTRALIA ■ IDC EUROPA LTD/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND GMBH ■ IDC IBERIA ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC SCANDINAVIA ■ INFOWORLD ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LE MONDE INFORMATIQUE ■ LINK RESOURCES ■ PC WORLD COMMUNICATIONS

Volume 13, Number 7 Week of March 28, 1983

Bouncing Baby Delivered Down Under

Computerworld's new baby down under is Australian Microcomputer Magazine or, more simply, Australian Micro. Its birth occurred on Thursday, March 10 at the first Australian personal computer show held in Sydney.

australian
Micro
Computer
MARCH 1983
Lisa, the star show-stopper

In keeping with the baby theme, Computerworld's exhibition stand at the personal computer show featured hundreds of micro magazines complete with diaper in a baby cot. On the diapers were printed details of the birth and the delivery team headed by Publisher ALAN POWER. The diaper was held together with a safety pin and when this was opened, the diaper revealed details of the future product spotlights, the editorial coverage, and even included a sub order coupon.

(Continued on page 8)

IDC Fortune Section

The April 4th issue of Fortune magazine contains IDC's latest advertising supplement: "Business Communications: Challenges for the '80's." This report is IDC's longest to

Business Communications: Challenges for the '80s

date, according to JOE LEVY, IDC's Vice President of Marketing. Among the many topics covered in this issue are voice and data communications, interconnect equipment, satellites,

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Spotlight

InfoWorld's Advertising Department

This week we continue our feature of the InfoWorld Advertising Department. Last week we left off just before introducing the space and classified sales people. Also in this issue: Promotion and Circulation Groups.

LYNNE MATTHES, InfoWorld's Advertising Sales Representative for Northern California, is an ardent opera enthusiast. She recently moved her sales office to her San Francisco apartment and she couldn't be happier. "There are only three cities in the world to live in if you love opera," Lynne says. "San Francisco, New York, and Milan, Italy." Needless to say, Lynne holds season tickets to the San Francisco Opera.

Lynne Matthes

Laura Larson

After managing retail ad sales for her college newspaper, LAURA LARSON sold recruitment ads in InfoWorld's classified section. Next she became Classified Ad Manager and has now been promoted to Display Sales Representative for the Midwest and Northwest territories. Laura feels she has grown at InfoWorld in two ways, professionally and physically. "I plan to be the proud parent of the second Infobaby this year," Laura reveals. As always, she is up to the challenge.

DELIA DANIELS has just been promoted from Classified Ad Coordinator to Classified Sales Representative of InfoWorld. Delia enjoys her new position but says, "I wish I could unglue the phone from my ear at 5:00 p.m." Delia says the

(Continued on Page 3)

(From Page 2)

Delia Daniels

people involved are what makes her job worthwhile. After work, Delia takes night classes toward a degree in business administration. For getting rid of all the stress and tension of the day, Delia claims the best thing is a hard workout pumping iron at the local health spa.

Gary Carter

GARY CARTER joined InfoWorld on April Fools' Day in 1982 as Advertising Representative for the Southwest. Our urban cowboy frequents such interesting places as Pismo Beach, Disneyland, Hollyweird and the Bible Belt. It is rumored that Gary trades pictures and stories of his clients' escapades at computer conventions for long-term no-cut advertising contracts.

Prior to joining InfoWorld, Gary was a tennis hustler for MIS WEEK, a weekly computer trade publication that "circulates industry rumors and gossip." Although he denies his tennis hustler reputation, Gary can be found on the tennis courts of Southern California when he is not closing advertising business.

Richard Hengehold

RICHARD HENGEHOLD, Infoworld's new Classified Advertising Coordinator, says the first time he saw an issue of InfoWorld it was the most profound experience of his life. Richard was studying word processing when he ran across the world-famous newsweekly he was soon to work for. "As with Playboy, I only looked at the pictures -- mainly the ads," he says. "At the time I had recently purchased a typewriter and was in no position to buy anything. I always knew staying in Palo Alto was the thing to do."

InfoWorld

(Continued on Page 4)

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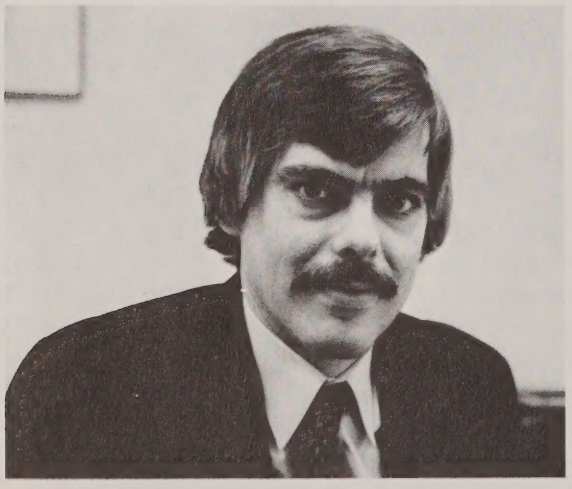
InfoWorld's Promotion and Circulation Groups

KENT HUTCHINGS has spent most of his adult life in printing and publishing. Before coming to InfoWorld, Kent worked at Meredith Publishing, which puts out Better Homes and Gardens. Kent, who considers himself an "old timer" because he's been with InfoWorld for 1-1/2 years, was recentlky promoted from Production Manager to Manufacturing and Distribution Manager. Kent's outside interests include mountaineering, bicycling, reading and "a host of shadier pursuits." He is also involved with the Urban Ministry and the Urban Food Organization, two community groups that provide food, housing and job training to the needy in San Jose.



Kent Hutchings

CYNTHIA PUIG has just been named Production Manager. The step-up puts her in charge of "the weekly production of InfoWorld plus anything pertaining to printing, deadlines, working with editorial, and advertising." Improbable things routinely happen in Cynthia's life. Recently on a business trip to Crystal Lake, Illinois the first snowstorm of the season forced her to take a limousine to the airport. The limo driver turned out to be an old high school friend from Cynthia's home town in New Jersey, and the two spent the car trip catching up on news of all the friends they had in common. Cynthia likes to read science fiction and is one of the gang of San Jose State graduates who play key roles in getting the newsweekly out each week.

Cynthia Puig

CAMILLE MASSEY is the Typesetting Supervisor at InfoWorld. Standing only 4' 11-3/4" tall, this woman intimidates the men on the third floor of InfoWorld headquarters between 8 and 9 every Monday morning! (Her secret is changing the chemicals for her processor in their restroom utility room.) Besides being a miniature person and a vegetarian, Camille is married to Jerry, and is the mother of an

(Continued on Page 5)

(From Page 5)

says. And Leah has started InfoWorld's first M&Ms club. Club members may dip into the glass jar on Leah's desk and help themselves to as many of the colorful candies as they want. To join you have to contribute at least one big bag of M&Ms to the fund.

Leah Dansby

Lynne Stevens

LYNNE STEVENS works part time as a paste-up artist in Editorial Production at InfoWorld. On her days off Lynne leads 17 Brownies in attempts at primitive paper making, relay racing, pumpkin carving and beachcombing. She is just getting started in graphics, but Lynne has fantasies of writing and illustrating children's books.

RACHEL WASSER has worked in the Production Department of InfoWorld for slightly over a year. Originally from Saratoga Springs, New York, she is lonely for the Old Country after seven years in Palo Alto, and plans to move back before the Big Earthquake. In the meantime, she manages to console herself by collecting stamps (both postage and rubber varieties), reading, going to a lot

Rachel Wasser

of movies, paying with her camera, and making many pilgrimages to used book and record stores. Eventually Rachel would like the time and equipment to work more on her photography. Rachel's other driving interests are eating, drinking, sleeping, and being sarcastic.

ELLEN MARKOFF is a typesetter at InfoWorld. Her fingers are always very busy . . . if they aren't busy typing they are busy transporting food to her mouth so that she can eat, one of her favorite pastimes. Outside of InfoWorld Ellen keeps busy with dance classes and attends the University of Santa Cruz extension course in graphic design. Ellen someday hopes to become a "pastie."

(Continued on page 7)

(From Page 4)

Camille Massey

18 year old college student and a 12 year old Boy Scout. When Camille isn't worrying about crashed discs at InfoWorld, she enjoys gourmet cooking, bicycling, backpacking and sewing.

If you can't think of what to get Camille for her birthday or Christmas, chocolate is extremely appropriate.

Lauren Katz Tinsley

LAUREN KATZ TINSLEY went from part-time paste-up artist to Ad Production Supervisor in the two years she's been with InfoWorld. She also got married and added "Tinsley" to her name. Lauren attends San Jose State University and is working towards a Bachelor of Fine Arts degree in painting.

SAHNTA PANNUTTI is one of the "oldest" members of the InfoWorld staff, having bridged the transition from Intelligent Machines Journal to InfoWorld three years ago. Sahnta manages the Paste-up Department by day and in her spare time she does so many things she doesn't have any spare time. Sahnta is a professional calligrapher, a free-lance illustrator, and an artists' model. Sahnta's hobbies include gardening, running and Italian-Chinese cooking. Sahnta is learning to work on

Sahnta Pannutti

Volkswagens and is active in working against nuclear arms. She is also a single parent with a 10 year old son ("who collects stamps, so save them!"). Sahnta's goal in life is to live on a farm and feed people. She is a genuinely funny and likeable person.

"I like meeting new people," says LEAH DANSBY, InfoWorld's gregarious ad production and paste-up person. Leah's secret dream is to go into TV broadcasting as a commentator on the nightly news. Although she's a "people person," Leah also has a thing for catalogues and M&Ms. She gets catalogues from almost every business that puts out a catalogue. "I'm on everyone's mailing list," she

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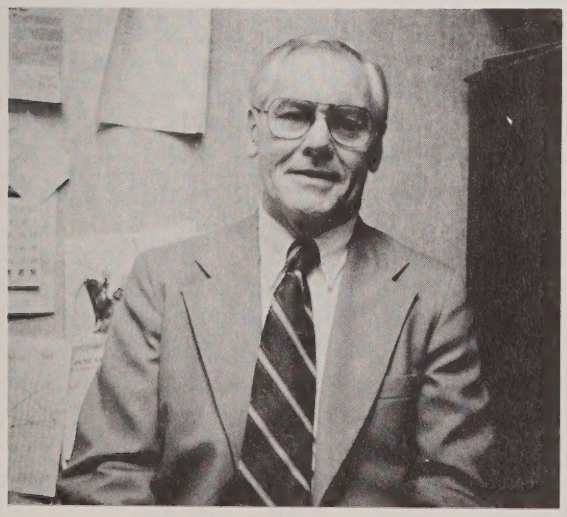
Ellen Markoff

BILL PRENDERGAST has been a "circulator" for more than 20 years for consumer mass-market magazines. InfoWorld's marketing consultant spent 15 years in New York City working for Family Circle, Look, and the Hearst magazine division before answering the call of the West (Coast). Bill is convinced the mass appeal of publications has given way to special interest titles such as InfoWorld. He spends a lot of time praying that InfoWorld's tabloid format will shrink to standard magazine size. When he isn't praying, Bill is an avid college and pro football fan. Notre Dame and the New York Giants are his favorite teams.



Bill Prendergast

Production Assistant GYPSY ZABOROSKI handles special print jobs, such as media kits, brochures and forms. Off the job Gypsy is a professional photographer (her favorite photographic subjects are men) and she's been nominated for a spot on the board of directors of a photo gallery. One night a week Gypsy is also a late-night disk jockey for KSCY, a local FM radio station that plays her favorite music: jazz.

Gypsy Zaboroski

Nancy Perroton

Circulation Marketing Manager of InfoWorld, NANCY PERROTON, sought adventure. Nancy has crewed on sailboats in Hawaii and lived in Humboldt, the rainiest part of California. There, in the redwood-lines groves of academe, Nancy got

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(From page 7)

her degree in political theory with a minor in French at the State University at Humboldt. "Watching the way we've (InfoWorld) grown and changed in the last couple of years is very exciting," she says. In her spare time, Nancy is "renovating" her home -- a decorous term that covers such manual labor as ripping out and replacing the plumbing and stripping and refinishing her hardwood floors. To relax, Nancy concentrates on her flower garden, growing a fine crop of pansies, daffodils, primroses, and tulips each year.

Lorraine McLaughlin

LORRAINE MCLAUGHLIN, InfoWorld's Circulation Department Secretary, was born in California and, with the exception of migrations to Chicago and New York, has lived most of her life in California. Lorraine claims she has "an unmarketable degree in psychology," and an abiding interest in taking art (water color, life drawing, scientific illustration, silkscreen) classes. After working for five years in the neuropsychology laboratory at Stanford University, "all my friends are envious of my new career selling subscriptions to InfoWorld."

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Australia

Over 6,000 copies of the 100 page issue were given out at the show at a rate of one every 10 seconds, in exchange for name and address and micro ownership details being completed on an inquiry card. This card maintained the theme of requesting to view the baby in the cot. A stork, with more copies of the magazine being carried from its beak, poked its head in from the top of the exhibition booth. The Computerworld staff were dressed as doctors and nurses with white uniforms plus stethoscopes. With acquisition of 8,000 names from an attendance of 24,000 over three days, the birth of Micro was a booming success.

australian Micro Computer magazine

Print run for the first issue was 20,000. Circulation is a mixture of charter subscribers drawn from the Computerworld subscriber file and other files acquired by CW, plus newsstand circulation of 5,000 and 2,000 to computer retailers.

The concept of four-color art, plus one or two news stories, were chosen for the front cover. The art is original and is intended just as a stunning eye-catcher with a computer relationship. They are done by an Australian freelance artist, Mike Ripoll. The concept chosen is believed to have greater impact than the usual total

(Continued on page 9)

(From page 8)

four-color covers, and the lead story gets immediate attention. The concept also allows the magazine to change frequency without any alteration.

Extra staff have been hired for Australian Microcomputer Magazine. BRAD SCHULTZ, visiting Editor from CW Communications, and TONY SMITH, the Melbourne Associate Editor, are assigned to Micro. Two sales people, one in Sydney and one in Melbourne, have also been hired.

(From Page 1)

Fortune Section

word processing and electronic mail. Reprints can be obtained by contacting DIANE TESTA of the IDC Marketing Department. "Computer Systems and Services" is the next supplement, scheduled for May 16, 1983.

PC WORLD

PC World Customer Service numbers are -- subscriptions: 800-247-5470 or 800-532-1272 (Iowa only). Charter Data Service is the fulfillment house of PC World.

Any people outside of the United States seeking PC World subscription information should contact Lorrie Poch, Subscription Manager, at PC World in San Francisco at (415) 861-3861.

For advertising, please call: 800-872-7800 or 800-872-7808 (in California only).

People

DON FAGAN, Vice President/Sales for CWCI, has announced two promotions in the area of sales. In order to help CHRIS LEE and MIKE MASTERS manage their regions more effectively, Chris has promoted ED MARECKI to the position of Senior District Manager, and Mike Masters has promoted DOUG CHENCY to the same title position, Senior District Manager. Ed and Doug, in addition to their regular account responsibilities, will assist Chris and Mike in the managing and training of our ever-growing sales staff. With Ed and Doug assisting in the regions, we can continue to provide our clients with the kind of service they have come to expect from Computerworld.

Congratulations to two ISO World staffers who have received promotions: RORY O'CONNOR, ISO World man-about-Palo Alto, was recently promoted to Senior Writer; ALISON IX of the ISO World copy desk is now the new Assistant Managing Editor.

New employees

WELCOME TO KATHERINE HAFNER, new Staff Writer on Computerworld. Katy and her husband moved from Nevada to New England last Fall so that he could pursue a degree in computer science from Brown University. Katy has a year's reporting experience on the Tahoe Daily

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(From page 9)

Tribune newspaper, and most recently was a reporter for the Pawtuxet Times in Rhode Island. She was also a staff writer for The Daily Californian in Berkeley and a reporter for the Daily Guardian in San Diego.

Katy has an M.S. degree in journalism from Columbia University and a B.A. in German literature and political philosophy from the University of California. She spent one year as a visiting student at Dartmouth College and another year at the University of Gottingen in West Germany.

TOM KEMPF, ISO World's contributing reporter to the IDG UPDATE, reports several new additions to the ISO staff:

SUSAN CARLSON joined ISO World on February 7, 1983. You may remember her from the original CBN staff, 1979 vintage. Susan left to open an antique shop in Sudbury, but found it too dull and financially unrewarding. She's back as an Associate Editor -- to stay, we hope.

ERIC BENDER knows a lot about lasers and fiber optics. Eric is also a new Associate Editor with ISO World, concentrating on technical matters. Eric joined the staff on February 22, and commutes from Sudbury. Eric previously was editor of two business newsletters on -- you guessed it -- lasers and fiber optics.

LISA RALEIGH is in California, working as an Associate Editor for ISO World. Lisa has been editor of a monthly newsletter, and a stringer and intern for Newsweek. She is a graduate of Mills College and a mother. Lisa's five year old daughter, Tegan, keeps Lisa busy doing mother-and-daughter kinds of things.

JO BEUERLEIN ROWE. Regional Manager, ISO World, New Jersey. Lives in the heart of Manhattan. Twelve years of sales experience, all good. Can handle the upper management types. Outstanding recommendations. Started March 14th. Welcome aboard, Jo -- we believe in short editorial sentences and very long advertising contracts!

Classified

EDITORIAL ASSISTANT

Computerworld Buyer's Guides has an opening for an Editorial Assistant. This position will be varied, fast-paced, and offer room for growth with the Buyer's Guide project.

A bright, outgoing, flexible person with an excellent telephone manner, good letter writing skills, and a serious interest in learning more about the computer industry is needed. This person must be able to work with a minimum of supervision on a variety of projects assigned by both the product manager and editor of the Buyer's Guides publications.

Responsibilities will include performing the clerical functions for the group, including responding to telephone inquiries and letter writing; ability to write letters and simple reports is a must; developing the calendar and association sections of the guides; coordinating requests for information with CW's telemarketing group, including sending out media kits and directing leads to sales staff; coordinating articles submitted to the guides, including follow-up with writers; monitoring advertising lineage and listing of vendors ads in competitive publications; assist copy editor with proofreading as necessary; reviewing computer industry publications, clippings, and articles, keeping files on these subjects, and doing some research as necessary; helping develop charts for the editorial section of the guides; and more!

If interested, please send resume to Marcia Blumenthal, Editor, Computerworld Buyer's Guides, CWCI, 375 Cochituate Road, Framingham, MA 01701, or call (617) 879-0700, x328.

FOR SALE

1977 Monte Carlo Landau, swivel bucket seats, a/c, rear defogger, am/fm radio, 8 cyclinder. One owner -- $3,000 or best offer. Call Mary Dolaher at IDG in Framingham, (617) 875-5000, x406, or 528-3012.

FOR SALE

Royal Medallion Electric Typewriter (Model SP-9000) with carrying case. Legal size carriage and automatic return. Only used a handful of times. Asking $150. Please call Carol Famosi of IDG at (617) 875-5000, x440.

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IDG UPDATE

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Volume 13, Number 6 Week of March 21, 1983

MicroMundo Debut A Success

It started as a small section in DataNews in September, 1981. Today it is a 40,000 circulation color magazine. ERIC HIPPEAU, General Manager of Computerworld do Brasil, announced the very successful launch of MicroMundo, a monthly for the Brazilian community. "Over 950 subscriptions were

sold at the four-day Micro Festival Show, March 3-6. Advertising response has been extremely positive," said Eric. Of the 40,000 copy circulation, 20,000 are through newsstands in all major cities.

IDC Briefings Draw Record Crowds

IDC's 19th Annual Briefing Session series drew record-size crowds during the past two weeks in four U.S. cities. "We have added Chicago to our sessions," said JOE LEVY, IDC's Vice President/Marketing. "With the extra session, we are able to attract many IDC customers who have never been to an IDC Briefing. The additional exposure should help our Midwest image and lead to greater sales

(Continued on page 5)

Brazilian Micro Festival A Smash Hit

Ten thousand people visited the First Micro Festival held in Sao Paulo, Brazil earlier this month. Micro Festival is sponsored by Computerworld do Brasil, publishers of DataNews and MicroMundo. "Exhibitors, without exception, reported that they made up their investment in the show many times over and they will continue to participate in any future shows we organize," said ERIC HIPPEAU, General Manager of Computerworld do Brasil. Thirtyeight

(Continued on page 6)

Spotlight

InfoWorld's Administration And Advertising Groups

His original dream was to be a writer, but InfoWorld's Publisher JIM REGIER "settled" for becoming a publisher instead. Born and raised in Kansas, Jim graduated from Harvard Business School and pursued a lifelong career in magazines and publishing. Among other things he has worked at Time and with Dow Jones, which publishes Barrons and The Wall Street Journal. For two years Jim was circulation director of the Asian Wall Street Journal in Hong Kong.

Jim Regier

After spending a year consulting with publishers on new magazine start-ups and turnaround situations, he became publication manager at InfoWorld. "I am having a great time because we have a great staff, a great publication, and a dynamic market," he says. Jim's interests include Chinese history and culture, reading, travel, bridge, and gardening.

Very few people know this, but InfoWorld's Administrative Manager TERRI WILLIAMS carries a set of darts in her purse at all times. When she needs to work off tension, she quietly walks over to a local pub and flings the missiles at the dart board. What she says to herself at these times has never been revealed.

Terri Williams

Terri's office is a combination smoking room, psychiatrist's couch, principal's office, supply room, and information booth. "People come in here all the time," she says. "They need to feel welcome and to feel they can laugh or cry or whatever it takes to get a

(Continued on page 3)

(From page 2)

problem solved." Terri likes working with figures, "but not continuously. Here I get to combine the two -- working with figures and working with people." Terri's hobbies include water skiing, darts, and "hot tubbing in true California style." She has two daughters, a 13 year old all-star softball player, and a 16 year old cheerleader. Each girl has a cat that matches her personality, but husband Julian has found no compatible feline. "For that, you'd need a Bengal tiger," Terri laughs.

Sheryl Heaney

Does being the oldest in a family of nine children prepare you for the topsy-turvy life on the staff of a major computer newsweekly? In SHERYL HEANEY's case, the answer is yes. Sandwiched between two demanding bosses in her narrow office known as "the telephone booth," InfoWorld's Administrative Secretary hangs onto tasks stubbornly until they're done. She likes to follow up on the details, too -- a trait she carries over into arranging for some of the best parties ever thrown at IW. "I think it's a knack some people have -- organizing a party to make sure that everyone feels welcome and everyone is taken care of and has a good time," she says. Sheryl likes skiing, adventure novels by Alistair MacLean, and her little black kitten, Heather.

ROGER LEEN, InfoWorld's Advertising Director, has been advertising for 24 years. Roger has worked with such magazines as Golf, Natural History, W (a spinoff of Women's Wear Daily) and Ski. He has held sales positions ranging from regional manager to national ad director.

Roger Leen

When not traveling the U.S. in pursuit of advertising, Roger spends his leisure time -- traveling!! Last year he managed to play golf in Scotland, the land of the game's birth, and watch the Wimbledon tennis championship on one of his two visits to England.

Being a member of the "InfoWorld Party Review Board" is a job ROB DAVID takes seriously. "It's a rough life . . .," Rob was overheard saying while

(Continued on page 4)

(From page 3)

Rob David

munching on caviar pate and sipping on a vodka tonic. While not at other firms' computer show parties, Rob is usually running InfoWorlds' parties or manning the show booth. Rob's responsibilities as Advertising Marketing Manager -- a multifaceted job for a real gem of a person -- include marketing research, promotions, advertising, and special projects. Rob, a native Chicagoan, spends most of his time chasing women and racquetballs at the club he belongs to.

Bobby Brown

BOBBY BROWN, Advertising Coordinator Supervisor, has been with InfoWorld for two years now. "I was at the right place at the right time when I got hired. I'm glad I had the experience before and certainly have acquired since joining InfoWorld," she says. "Ask me almost anything about advertising, having sold both display and classified, done lay-out and paste-up, etc., but I would rather be asked about my five children and six grandchildren!"

Viola Carre

VIOLA CARRE, Display Advertising Coordinator, has been involved with media coordinating and print production for 27 years and believes she's finally getting the hang of it. Along the way, Vi produced and nurtured a 6'2" biologist who works with "super cows" when he isn't stroking piano keys or guitar strings. Viola is finally getting a Humanities degree this spring after attending a gamut of evening classes for fun. She enjoys all kinds of travel including walking to and from the office in beautiful downtown Palo Alto -- "yes, I'm a native Californian!"

JOYCE HENDRICKSON is Classified Advertising Coordinator. "Working at InfoWorld, I am chipping away at the myths of Silicon Valley." A native

(Continued on page 5)

(From page 4)

Chicagoan recently translocated, Joyce is a writer of fiction and poetry, currently pursuing and awaiting new publishing credits. "To get beyond this artistic angst, I am studying comedy techniques, and spend my weekends exploring my new environs."

Joyce Hendrickson

Anqunette Flemmings

ANQUNETTE FLEMMINGS started with InfoWorld as the receptionist, "until the phones drove me into utter madness." Anqunette then became the Secretary to the Advertising Department where madness is an everyday occurrence. Anqunette enjoys good music, good jokes, and summer weather.

GRACE DUARTE is InfoWorld's Advertising Billing Clerk. Besides doing a lot of paper work, she is also a mother of two. "I enjoy fishing, eating, and motorcycling," said Grace. Right now she rides her husband's 750 Honda, but Grace plans to buy her own bike someday -- either a Harley or a 550 Honda. "I especially enjoy the great group of people I work with at InfoWorld."

Grace Duarte

Briefing Sessions

(From page 1)

renewals. Attendance this year has set a record for the Briefing Sessions. Last year we attracted 600 people in three cities, this year we are looking at 750 people."

The big question during the one-day industry overview was "micros." According to Joe, "With the cost of computing going down, users are discovering personal computers. By 1985 the yearly shipments of micros will surpass that of mainframes. Many users do not know how this will impact their computer installations, and with our Briefing Sessions we hope to steer them in the right direction."

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IDC personnel who spoke at the Sessions include: WILL ZACHMANN, Vice President/Technology Assessment; TOM WILLMOTT, Program Manager/SOS; CAROL WEISZMANN, Director of Research; AARON GOLDBERG, Senior Research Manager/Software and Services; NEIL KLEINMAN, Director/Pacific Technology Center; DAVE TERRIE, Senior Analyst/Office Automation; JOHN GANTZ, Vice President/Publications; and JACK HART, Director/IBM Watch. MARINA YOUNG, Vice President/Federal Division, made a special presentation at the Washington Session on "The Federal Government: A $7.3 Billion Market."

Brazil Show

(From page 1)

companies exhibited at the Festival, the first of its kind in Brazil. According to Eric, plans call for bringing the Micro Festival show to three cities in 1984.

DataNews is our weekly newspaper for the Brazilian computer community and it is published in Portugese.

IDC Hosts Micro Conference

IDC's Micro Systems Marketing Service hosted a special "Executive Briefing" on Microsystems Marketing in San Francisco late last week. The GUIDE Series, IDC's first marketing-oriented service, coordinated the high-powered symposium with over 17 key industry and marketing specialists. Among the IDCers who spoke were PATRICK MCGOVERN, Chairman of IDC, WILL ZACHMANN, and JOHN GANTZ. Close to 200 people attended the two-day conference.

Micro Systems Marketing Service

Etcetera

The Point West Office Center is sponsoring a blood drive on Wednesday, March 30, 1983. Racquetball Five-O, across from the IDG and IDC building at 5 Speen Street will host the drive. Donating takes only 30 to 45 minutes of your time. To sign up, please call Mary Dolaher of IDG at 875-5000 x406. There are still 19 open time slots -- and all donors receive a free pass to Racquetball Five-O.

Classified

SOFTWARE/HARDWARE REVIEW COORDINATOR

InfoWorld has an immediate opening for a software /hardware review coordinator. Responsibilities include determining software and hardware products for review, acquiring products from manufacturers, and then assigning them to the appropriate reviewers. The coordinators is also responsible for arranging a compilation of hardware and software reviews for the InfoWorld Report Card.

Job requirements include excellent organizational skills, good phone manner and a basic knowledge of the microcomputer industry.

Please contact Maggie Canon at InfoWorld, 530 Lytton Avenue, Palo Alto, CA 94301. (415) 328-4602.

FOR RENT

Two bedroom apartment in Allston with eat-in kitchen. Big bedrooms, lots of closets, hardwood floors. Approximately 1,000 square feet. About $500 (includes heat/hot water). Call Deborah Scaduto-Horn of CWCI at (617) 879-0700, x333, or (617) 277-1748 nights.

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IDG UPDATE

■ IDC ASIA LIMITED/HONG KONG ■ IDC RESEARCH AUSTRALIA ■ IDC EUROPA LTD/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND GMBH ■ IDC IBERIA ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC SCANDINAVIA ■ INFOWORLD ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LE MONDE INFORMATIQUE ■ LINK RESOURCES ■ PC WORLD COMMUNICATIONS

Volume 13, Number 5 Week of March 14, 1983

CMG To Run Intech Program In Chicago

CWCI's Conference Management Group will plan and execute the conference portion of "Intech," a major information systems show debuting in Chicago this Fall. CW/CMG's work will include all phases of program definition, topic and speaker selection and recruitment, and onsite registration and management. DAVE DILLMAN will manage CMG's conference responsibilities as Program Manager.

CWCI's Direct Marketing and Promotion Departments will prepare the national advertising for "Intech" including ads in CWCI publications.

CW Japan Issues Two Reports

Computerworld Japan recently completed a survey entitled "Distribution Channels to Japanese Users' Computer Installations and How They are Utilized." The report covers recent installations of equipment, including general-purpose computer systems, small business computers, minicomputers, personal computers, and office automation equipment. Computerworld Japan also published a report in January, 1983 entitled "Buoyant Computer Leasing - A Survey for Installation Patterns of Computers and Related Equipment by Users." The report consisted of 120 pages, and is the first survey of its kind in Japan, and attracted much interest among computer users, leasing companies, manufacturers, financial institutions and research institutions. Congratulations on these very fine reports!

Pictured is Computerworld Japan's new home. CW Japan relocated from smaller offices last month.

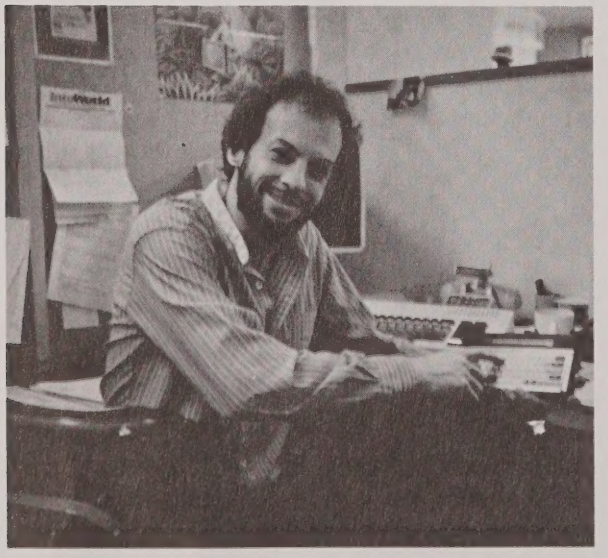
Spotlight

The InfoWorld Editorial Department

InfoWorld

This week the IDG Update continues with our series on InfoWorld. David Needle, Senior Editor/East Coast lead off Part 2 of our Spotlight reports.

What do "intelligent buildings," Chameleon computers and talking robots have in common? They're all stories DAVID NEEDLE, Senior Editor at InfoWorld, has covered since joining the staff a year and a half ago.



Dave Needle

"I'm having a ball," David said in a recent self-interview. Before joining InfoWorld, David did three years time in Computerworld's Classified Ad Department and in Sales Promotion for CWCI. He refuses to take credit for the fact that InfoWorld's circulation has more than tripled since he came on board.

"I doubt there's a direct connection. It would be a hard thing to prove and I only deal in facts."

No stranger to controversy, David recently blasted Time magazine in InfoWorld for choosing The Computer as Machine of the Year. (He wanted Barney Clark's artificial heart to win.) The editorial provoked a stinging reply from spy novelist John D. MacDonald, an InfoWorld subscriber, to date David's biggest claim to fame.

In his spare time David enjoys video games, tennis, and hanging out with people who have no interest in computers.

The newest writer to the InfoWorld staff is KATHY CHIN, readjusting to the awesome reality that a mouse is more than a test animal, and hardware is more than an aisle at K-Mart. Other than absorbing hacker's jargon through osmosis at work, Kathy is currently developing a monthly "Home" section which focuses on home computer applications and the whatnot.

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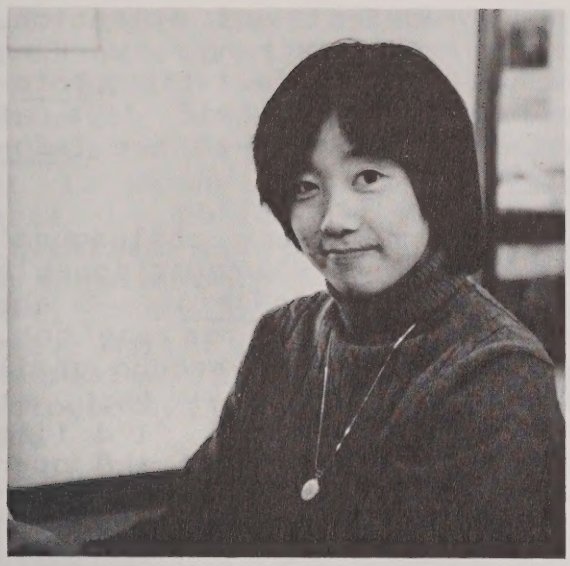
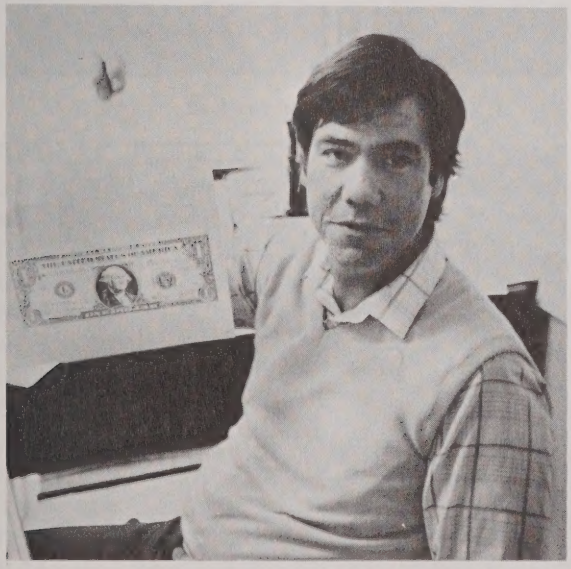


Kathy Chin

A serious Christian and member of the San Jose Alliance Church, Kathy's main goal in life is to strive for excellence in all she does for the glory of God, which includes everything from rewriting press releases to making monster charts on word processing.



Tom Shea

TOM SHEA has switched from copy editing to a Senior Writer position at InfoWorld, having decided it was far easier to make mistakes in print than to correct them. Tom is in charge of the new "Getting Started" section, and contributes articles about new books, graphics, data encryption, and the social impact of computers, in addition to general news.

Off the job Tom is probably the most "New Age" member of InfoWorld's editorial staff. His interests include: enlightenment seminars, reading science fiction, public speaking, and watching cheap escapist films at a local theater that show double features for $1. He holds the coveted white belt in Aikido -- the one that beginners use to keep their robes closed. Tom and his wife, Marcia, own two cats, Mishak the Voracious and the lovable Miss Kitty.

Tanya Kucak

TANYA KUCAK loves words and rocks and architecture. Before reaching 30, she will build herself a house and tour Europe on bicycle to study architecture. Tanya also writes books.

At InfoWorld, Tanya edits copy and lays out most issues. She champions the use of "while" on a temporal, not a conditional, sense and writes "under way" as two words. Tanya has worked as a writer/editor at Rain magazine and as a stained glass artisan in Portland, Oregon,

(Continued on page 4)

(From page 3)

and as a solar energy advocate in Bloomington, Indiana. Tanya earned a degree in geology from Princeton University.

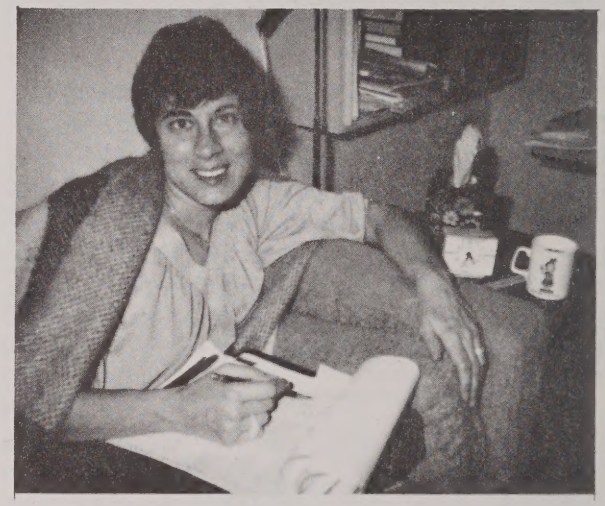
RHODA SIMMONS is a new member of the editorial staff of InfoWorld. Rhoda, from Britain, is adjusting to the task of learning to understand and copy edit American English -- and enjoying every minute. She was born near London, England, but spent her first ten years in India, Africa, and Scotland. Rhoda took a B.S. in physics at Sussex University, followed by a year's research in medical physics.

Rhoda was lured to California two years ago with the promise of good weather (no more rain in winter). She and her husband Richard (an electrical engineer) have two sons -- Mark 12, and Alan 9 (a social engineer). They all love California.

Rhoda Simmons

Copy Editor PAT SINERVO, huddled in a blanket shawl, begins her work day for InfoWorld at 4:00 a.m. She manages to complete two to three hours of work before her one-year old daughter Aviva wakes up and demands breakfast and attention. Despite her strange working hours, Pat's a full-time Info-worker, spending half days at home and half days at the InfoWorld office.

Pat returns her colleagues' support with unquestionable loyalty to InfoWorld -- she went through labor on the job. She hopes to stick around until her husband earns his Ph.D. at Stanford. And then? "I'd like to go back to Toronto and open up InfoWorld's Canadian bureau."



Pat Sinervo

Laura Singer

Before joining the InfoWorld staff last month, Copy Editor LAURA SINGER was a happily unemployed house organ editor.

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Laura lives next to an abandoned cemetery ("the neighbors are quiet") with a tripedal synthetic manx who sometimes answers to the name Miranda. She is known for her eclectic taste in music, leisure time activities and companions, and is inordinately fond of chocolate, penguins, tapirs, manatees, small wind-up toys, and chocolate. Her hobbies are photography, travel, and massage.

Barbara Wierzbicki

BARBARA WIERZBICKI and her husband Ed moved to California after they graduated from Boston University in 1979. Barbara then taught English for three years until deciding to make a career change. After five months as InfoWorld's Hardware/Software Review Coordinator, Barbara can now remember what her title is and no longer considers herself a complete neophyte to the world of microcomputing! Her interests include music, needlepoint, and theatre.

GAE BRANDON, Editorial Assistant, is InfoWorld's resident valley girl, "like totally fer sure." She is considered by her peers to be the hardest working 22-year old they've ever seen.

When Gae is not grinding out payments to authors or running around the office like a space cadet, she's hopping around the Peninsula party circuit.

Gae Brandon

Gae was born and raised in Santa Barbara, California with all the radicals. As a result of her desire to be a professional dancer, she's the best pure athelete on the InfoWorld staff. Always good for a laugh, Gae plans to go into recreational vehicle sales and free-lance bathtub repair. Her hobbies are sky diving, car racing, marsupial study, and contact lens grinding.

New employees

Welcome to JO-ANN O'MARA, full-time Secretary in IDG's Chairman's Office. Jo-Ann's responsibilities will include assisting CAROL FAMOSI with administrative duties, as well as providing secretarial support to various members of the Chairman's Office.

Jo-Ann comes to IDG from Arthur D. Little in Cambridge, Mass.

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She is a 1981 graduate of Burdett School of Boston, majoring in secretarial studies. In her spare time, Jo-Ann enjoys snow skiing and tennis. She presently lives in Arlington. Welcome to IDG, Jo-Ann!

Welcome to ED WINSLOW, new Regional Salesman for ISO World in Southern California. Ed has an impressive background in sales and management in the computer and electronics industries. His sales territory includes Los Angeles, Ventura, and Santa Barbara counties.

ED is a jazz freak -- and collector -- and also enjoys classical and folk music. "I didn't grow up to be a cowboy, though," he says. Ed and his Swiss wife, Charlotte, have been married and traveling in Europe for 25 years, and still managed to raise two children: a son 20, and a daughter 23.

KATY GURLEY is ISO World's new Associate Editor. Katy is a former reporter for the St. Louis Globe-Democrat. She began her career there in 1974 covering suburban news, later joining the paper's lifestyle section as a feature writer.

From 1978 to 1981, Katy worked for the Globe-Democrat's news section, where she covered a wide variety of general news, wrote news features, and extensively covered police, state and federal court beats.

Katy was raised in St. Louis, Missouri and now lives in Winchester, Mass. Her husband, Bill, is an account executive for Miller Communications, Inc., a public relations firm.

BROOKE STROH is the new ISO World Palo Alto office Advertising Coordinator. Brooke is a graduate of Stanford University, transplanted from Miami. Brooke has 2 years of insurance underwriting experience which she describes as "really boring." She hopes to develop her skills to some day become an advertising copywriter.

Brooke does some bartending to pay off college loans, and has worked for congressmen in Washington, D.C. In addition to all these qualifications, Brooke is a wine connoisseur and hosts many wine-tasting parties each year.

JOHNNA BRYSON is the new Advertising Coordinator and Personal Secretary to ART SHIELDS in the ISO World sales office in Irvine, California. She'd like to become involved in ad space sales as soon as she learns the business.

Johnna's background includes experience as a personal secretary and bookkeeper for a property management company. Outside the office, Johnna enjoys dancing to disco and new-wave music. Asked what she'd like to pass on to the IDG Update, she said, "I'm available -- to a good dance partner, of course."

CHARLOTTE ZIEMS has joined Computerworld as a Copy Editor. Charlotte graduated from the University of Virginia in 1981 with a B.A. in English.

Recently Charlotte was a writer with Planning Research Corporation's Program Products Company in McLean, Virginia, where she

(Continued on page 7)

(From page 6)

wrote and edited promotional and technical material. Charlotte also wrote and edited news and feature stories for PRC's user documentation consisting of 15 independent manuals.

Last summer Charlotte completed a cross-country bicycle trip, and in 1980 she participated in a study/travel program in England. Her interests are bicycle touring, photography, and sailing. Welcome to CW, Charlotte.

BEV WOLFF has joined CWCI's Typesetting Department on a full-time basis. Bev has been working for CW Communications/Inc. on a contractual basis for over a year. Bev brings with her a great deal of relief in terms of getting the numerous paper and promotional pieces through our extremely busy department.

LINDA GRASSBY has joined the Typesetting Department of CWCI as a full-time typesetter. Linda joins our staff with over 8 years experience in the typesetting field, and in the past has operated her own type house. We are very pleased to have her in our ranks.

BRYAN KELLY and KIM LINDEMAN have joined the Circulation Department of CWCI. Our best wishes to you!

JOANN PELLETIER and TERRY CRANE have recently become staff members of the Data Entry staff at CWCI.

LIS ROUTH has recently joined the Accounts Receivable Department of CW Communications.

GYPSY ZABOROSKI is the first full-time assistant in InfoWorld's Production Department. She is responsible for the production of special jobs, print buying, purchasing, and handling all of the administrative tasks in the department. In addition, Gypsy will serve as a fill-in typesetter. Gypsy has an extensive background in administrative work and graphic arts. She recently received a college degree with a major in photography and has worked as a free-lance photographer.

LORRAINE MCLAUGHLIN has joined InfoWorld's staff as Circulation Secretary. Lorraine comes to InfoWorld after working at Stanford University. Lorraine will handle customer service for the Retail Sales Program in addition to her clerical and secretarial job duties.

JOYCE HENDRICKSON recently joined the staff of InfoWorld's Advertising Department as Classified Advertising Coordinator. Joyce is responsible for all U.S. accounts and will report to Delia Daniels and Bobby Brown.

Welcome to JOAN DALY, District Manager for the Mid-Atlantic territory; and GALE PETERSON, Sales Coordinator for Computerworld.

JIM MCCLURE joins the Computerworld staff as Northern Regional Sales District Manager. Jim comes to CWCI from Data Resources, Inc., a division of McGraw-Hill, where he handled sales and marketing of the Macroeconomic Forecasting Service.

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(From page 7)

RICK LEPAGE has been named Copy Editor for the new Computerworld Buyer's Guide publication which will debut this August. Rick, who joined the CW copy desk last August, will take full responsibility for copy editing this series of publications. Congratulations and good luck on your new job, Rick.

People

DIANA LA MURAGLIA, Manager of CW International Marketing Services, has been elected as Secretary of the Boston Chapter of the International Advertising Association.

Thanks to all of the CWCI employees who braved the cold recently to donate blood again for the needy: TONY BROWN, BILL CADIGAN, DEBBIE DAMIANO, CINDY DELANY, JUDY DONOVAN, PETER HOLM, DOUG HERSEY, NOREEN KIMBALL, CLAIRE WALLACE, COLLEEN WESTCOTT, JOHN WONG, and BOB ZIEGEL. And may there be a round of applause for the brave and caring lady from Circulation's night crew who has donated ONE GALLON! -- SUSAN GUILFOYLE. We are proud and thankful to have people like you in our world, Susan!

LINDA COHEN, IDC's Direct Mail Manager, gave birth to Emily Barbara Cohen on February 21. She weighed in at 7 lbs. and was reported to be the cutest baby in the nursery!

Classified

SENIOR WRITER

InfoWorld has an immediate opening in the Framingham office of Computerworld for a Senior Writer. This person would be supervised and trained by the Senior Editor. Responsibilities include learning microcomputer technology, becoming an expert in the microcomputer specialty, writing news stories, In Focus features and editorials. The qualifications required for the senior writer position include proven writing skills and a working knowledge of the microcomputer field. Please call or send resumes to Maggie Canon, InfoWorld, 530 Lytton Avenue, Palo Alto, CA 94301, (415) 328-4602.

DISPLAY ADVERTISING COORDINATOR

ISO World has an opening in Display Advertising for a Coordinator to handle the traffic functions. The position involves contact with clients, agencies, regional sales offices, and our production department. Candidates must be well organized and able to work independently while functioning as part of a closeknit team. If you are interested in learning more about the position, please call Anne Hadley of CWCI at (617) 879-0700, x386 or Frank Collins of CWCI, x385.

DATA ENTRY OPERATOR

The world's leading publisher of computer-related publications has an immediate position available in the Circulation Department for a CRT operator with excellent typing skills and the ability to work with detail. Enjoy a four-day work week. To apply, please call Maryann Molliver of CWCI at (617) 879-0700, x368.

RECEPTIONIST

Busy Palo Alto-based microcomputer publication has an immediate opening for a mature, professional, responsible individual to answer challengingly busy phones. Must be willing to make a commitment. Please call Barbara Borgel or Sheryl Heaney at (415) 328-4602.

FOR SALE

Double mattress and box spring, luxury quality, superb condition. A steal at $150. Please call (617) 879-0700, x329.

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IDG UPDATE

■ IDC ASIA LIMITED/HONG KONG ■ IDC RESEARCH AUSTRALIA ■ IDC EUROPA LTD/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND GMBH ■ IDC IBERIA ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC SCANDINAVIA ■ INFOWORLD ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LE MONDE INFORMATIQUE ■ LINK RESOURCES ■ PC WORLD COMMUNICATIONS

Volume 13, Number 3 Weeks of February 7 & 14, 1983

Two European Newspapers Launched

PAT MCGOVERN, CWCI's Chairman, looks at pages in preparation of the first issue of Computerworld's new publication in Sweden as BENGT MARNFELDT (standing center), the new publication's Publisher, and DAVID ROUSE, Chairman of CW Danmark, guide launching of the first issue from the publication's office in Stockholm.

ComputerSweden

The newest member of Computerworld's worldwide family of publications was launched recently in Sweden.

The ComputerSweden publication is a twice-monthly tabloid serving the needs of the Swedish computer community. The

(Continued on page 5)

Computerworld Italia

Computerworld Italia, a weekly newspaper for the computer community in Italy, is the newest member of the Computerworld family.

Computerworld Italia will have an initial circulation of 20,000 copies going to execu-

(Continued on page 6)

Spotlight

IDC's Data Processing Department

This week the IDG Update spotlights IDC's Data Processing Department. The DP group is located in an office building about four miles away from corporate headquarters. IDC's new computer center is at 46 Park Street, Framingham. Some of the equipment this dedicated group has available is an IPL 4446 mainframe (comparable to an IBM 4341-2) and a smaller Data General system. The center provides data processing services, system design, programming, and operations support for IDC's database products, for its administrative functions, and for its research efforts.

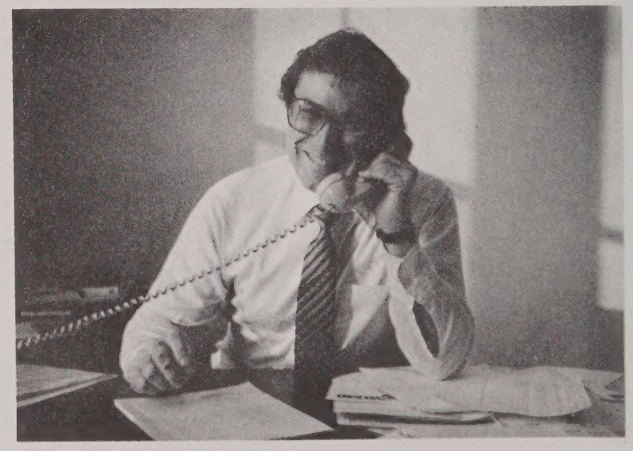
The new center has high-speed data transmission lines to Speen Street and will soon be tied into the IDG local area network, thus permitting access to either IDC's mainframe or to IDG's VAX from any terminal in the network.

The staff, seasoned but not old, maintains a vigorous pace of system development using the latest on-line productivity tools. "DP" delivers an ever-increasing flow of printouts, tapes, disks, and cross-tabulations from its high capacity batch processors to IDC clients and offices throughout the world. It also keeps track of all that it has done. Old files and techniques (going back to 1963) are safely catalogued to ensure our company's ability to recall past data.

The latent talent of the staff includes: a lab technician, zoologist/real estate broker, social worker/statistician, a computer science major/tennis bum, an electronic engineer, a top-notch sport fisherman, and the best damned shipping expert/softball coach in our company.

The department is now developing systems to produce IDC's newest database, the Enterprise File, and is working closely with CW Communications' computer and production department and their ATEX facility to automatically typeset directory listings for the new Computerworld Buyer's Guide series. For those of you involved in doing surveys, please make note that our new facility has CCA's Xtab package and other tools of the trade.

The people behind the force of IDC's Data Processing Department include:



Wally Pitts

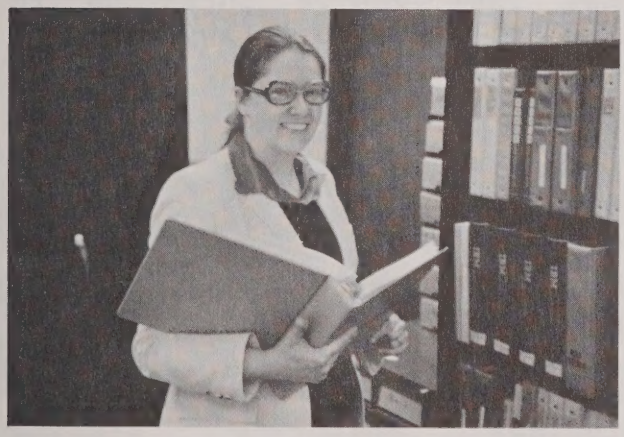
(Continued on page 3)

(From page 2)

WALLY PITTS, Director MIS. Wally joined IDC in 1969, and today runs the shop with daily matinees. He works with user departments to plan solutions to their data related problems.

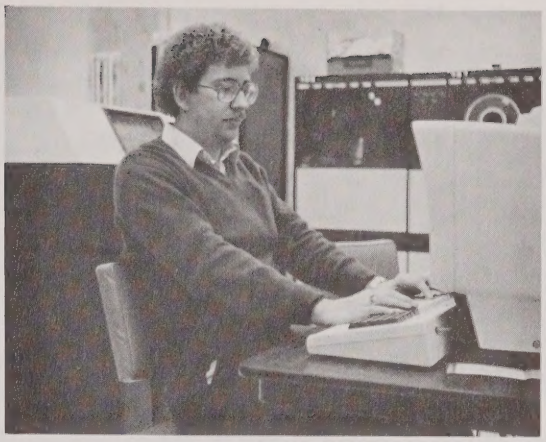
Lois Green

LOIS GREEN, as Group Secretary, runs the shop. Lois, who has been with IDC since 1973 is actually "information central" of the DP center. Lois knows the exact status of each of the thousands of jobs handled by the shop each year.



Susan Slater

SUSAN SLATER is Manager, Production. With IDC since 1977, Susan handles the tough projects and problems from our customers and research staff. She uses statistics background with programming foreground to good effect.



Gary Vantine

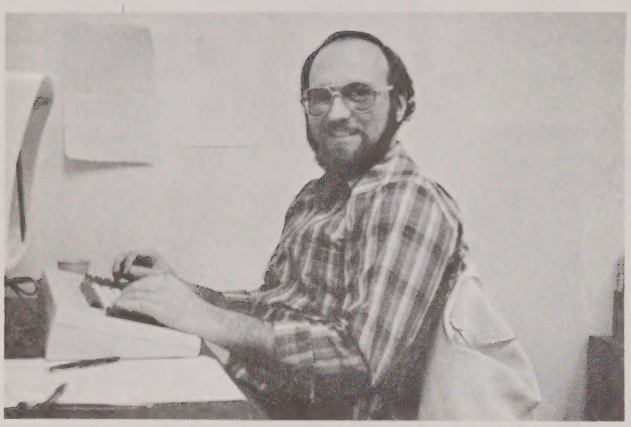
GARY VANTINE is Manager, Operations. Gary came on board in 1975, and relieves Susan of numerous client orders. His specialty is computer operations, and Gary sets up the on-line procedures so that the buttons do the right thing when the rest of us push them.

Lih-Lih Chang

LIH-LIH CHANG, with us since 1979, is Applications Development Manager. She plans and designs the data processing systems and techniques to solve user problems. Lih-Lih is an expert applications programmer and has considerable datafile product background. She also provides ongoing application support in the form of program maintenance and data entry.

(Continued on page 4)

(From page 3)



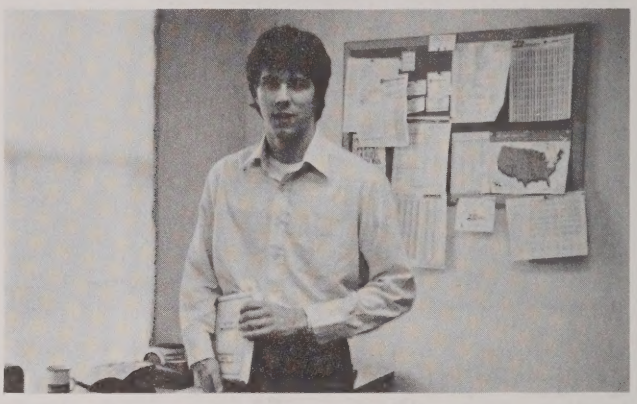
Bob Chiler

BOB CHILER, Senior Programmer, with the data processing group since 1980. Our resident techie learns what's new, how to apply it and then passes it on to our application development team. He doubles as MIS systems manager, keeping the administrative support system functioning.

Danny Famosi

DANIEL FAMOSI, Programmer, with us since 1979. He develops the procedures and computer programs to accomplish the tasks of an application. Danny is the principal programmer on the Enterprise File database, and has built up valuable experience in data interfacing with typesetting and in laser printer format control.

CHRIS EOFF, Shipper, since 1982. Gets the product to our customers the most effective way possible. Trained by the finest, Chris knows his way through the maze of shipping forms and schedules to deliver DP's various goods on time.



Chris Eoff

JILL COLETTI, Data Entry. 1980. Anyone for a race? Jill's got about the fastest and surest touch on a keyboard in these parts. Interestingly, she is studying to be a court transcriber, and we all know how fast you've gotta be to keep up with those lawyers.

Jill Coletti

SANDRA COLEMAN, Data Entry, with IDC since 1982. Another speedster on the team, Sam, as we affectionately call her, has been hammering away at our online Enterprise database. Her great sense of humor gets us over the rough spots without a bruise.

(Continued on page 5)

(From page 4)

Sandra Coleman

(From page 1)

ComputerSweden

initial circulation of ComputerSweden is 20,000 copies per issue going to information systems managers, programming and systems analysis directors, computer industry executives, and educators and consultants.

PAT MCGOVERN, CWCI's Chairman, said at launching ceremonies held in Stockholm that "Sweden is the six largest computer-using country in Europe with over $1.5 billion of computer systems installed. This year investments and new computer applications will grow by an impressive 18%, putting Sweden among the top three countries in the world for per capita investment in computer technology.

"I am very pleased to welcome ComputerSweden to Computerworld's worldwide family. BENGT MARNFELDT, Publisher of ComputerSweden, and his team are off to an excellent start. We wish them the very best of success in 1983," said Pat.

DAVID ROUSE, Chairman of Computerworld Danmark, who played an instrumental role in the development of the new publication, said "ComputerSweden is a pivotal element in the development of a coordinated approach to Computerworld's coverage and information services to the Scandinavian marketplace. Computerworld recently added a computer newspaper affiliate in Finland, and we anticipate that we will be launching a computer publication in Norway later this year to offer a comprehensive information service for the four Nordic countries, and a coordinated quartet of publications to allow our advertisers to effectively reach the substantial computer market in this area."

Serving the Swedish Computer Community

COMPUTER SWEDEN

A Computerworld Newspaper © CW Communications Inc. and Nova Media AB

NOVA MEDIA AB, VÄRTAVÄGEN 55, 115 38 STOCKHOLM 08-23 42 80 • NR 1 • 21 januari 1983 Pris 8:— inkl moms

IBM åter på jaktstigen

Se sid 5.

Chalmers lovar platt bildskärm inom tre år

Se sid 11.

Smådatorer i industrin

Se sid 20—22.

Robotar i Sovjet — finns dom?

Se sid 9.

IBMs 9000 — en ny PC?

Se sid 38.

Russinen i programkakan

Se sid 27.

Databranschen förvånad:

Är verkligen ABC-800 världens bästa dator för svenskar?

Se sidorna 16—17

Tillbaka från de döda:

ICL har börjat röra på sig

Riskabla bokföringssystem:

Klarar bokföringen revisionen?

Se sid 15

160-1

ComputerSweden's office is located at Vartavagen 55, 11538 Stockholm, Sweden. Their telephone number is 08-234280 or 08-629696.

Chief Editor is ILMAR MARAND. The Advertising Sales Manager is KJELL FAGERBERG.

(From page 1)

Computerworld Italia

tives and technical personnel at computer user organizations, computer industry executives, educators, and consultants. The first regular issue appeared January 17, 1983. The publication will be issued twice a month during February and March, and appear every week from April thereafter.

PAT MCGOVERN, CWCI's Chairman, who was in Milano at the birth of the new publication, said "Italy is the fourth largest computer market in Europe and is now one of the fastest growing. Italian computer users have been pioneers in the development of telecommunications software, office automation systems, and automation applications. The overall market growth in 1983 should exceed 20%. Therefore, we believe the time had come to establish a Computerworld publication in Italy, and we are delighted to have Computerworld Italia as part of our worldwide network which now includes Computerworld publications in 17 countries and affiliates in 8 others."

Computerworld Italia is located at via Rosellini 12, 20124 Milano, Italy. Their telephone number is 680368 or 680054. The Publication Manager is DANIELE COMBONI.

COMPUTERWORLD ITALIA

SETTIMANALE PER L'INFORMATICA ITALIANA

Una pubblicazione del Gruppo Editoriale Jackson - Spedizione in Abbonamento postale Gruppo III/70

The IDG Update has received a new address for PC World:

PC World Communications, Inc.
PC World
555 De Haro Street
San Francisco, CA 94107
Telephone: (415) 861-3861

People

JIM REGIER, InfoWorld's Publication Manager, recently announced the promotions of KENT HUTCHINGS and NANCY PERROTON.

KENT HUTCHINGS becomes Manufacturing/Distribution Manager of InfoWorld. In his new position Kent will be responsible for all aspects of manufacturing InfoWorld and distributing it to subscribers, wholesalers, and retailers. Kent will be working closely with Graftek, IW's printer, and with CWCI personnel.

NANCY PERROTON takes on additional responsibilities for developing new circulation sources, budgeting and coordinating with CWCI circulation personnel.

Congratulations on your new positions!

MAGGIE CANON, Editor-in-Chief of InfoWorld, recently announced promotions in the Editorial Department.

JOHN BARRY is now Special Projects Editor of InfoWorld. John will be responsible for supervising such projects as InfoWorld's software and hardware compendiums; Report Card; a radio show for KYUU, "Microcomputer News by InfoWorld;"

(Continued on page 7)

(From page 6)

and an on-line information provided to CompuServe. InfoWorld will publish 3-4 Report Cards (2 software and 1-2 hardware), produce 590-second radio spots a week, and provide 8-16 reviews a month for CompuServe. John will also be in charge of promotion for these and other projects.

EVA HOGAN is now InfoWorld's editorial coordinator. Assuming many of John Barry's previous responsibilities, Eva will be in charge of the copy editing and proofreading staff and overseeing editorial production including page design and layout, page proofing and article placement. Eva will hire 2 new copy editors to prepare for the onslaught of InfoWorld's most successful year yet!

TOM SHEA is a full-fledged, full-time writer now. He is a senior writer for InfoWorld, and will be writing on a wide variety of subjects from software and hardware news to features on social issues. Tom also plans to contribute to InfoWorld's radio show spots and work on other projects as well.

KENT HUTCHINGS of Infoworld's Production Department has announced promotions and additions to his staff:

CYNTHIA PUIG had been made Production Department manager of InfoWorld. Cynthia will have front-line reponsibility for every apect of InfoWorld's weekly issue production, including deadlines, staff supervision, quality control, and the operating budget.

RACHEL WASSER has been promoted to a Pasteup III position at InfoWorld and is now responsible for the process camera darkroom.

LEAH DANSBY has been promoted from Infoworld's Production Department assistant to full-time responsibilities in ad production and editorial pasteup.

The Advertising Department of InfoWorld has made new additions and promotion to keep pace with the continuing growth in ad pages.

LAURA LARSON has been promoted to display advertising saleperson for InfoWorld's Northwest/Mid-Central territory.

DELIA DANIELS had been promoted to full-time classified advertising sales with responsibility for all U.S. sales.

BOBBY BROWN has been promoted to advertising coordinator supervisor and will be responsible for overall coordination of display and classified advertising placement. Bobby will personally coordinate display sales for the Midwest, Rocky Mountain, and Far West territories.

VIOLA CARRE is a new member of InfoWorld's Advertising Department. Viola's new position is advertising coordinator for the East, Mid-Atlantic/Southeast, and New England sales territories.

More PEOPLE news on page 8

MIKE MASTERS recently announced two promotions on the Computer-World sales team in New Jersey:

DOUG CHENEY as Senior District Manager will be increasing his responsibilities to assisting Mike Masters in day-to-day operations aside from his present territorial assignment.

FRED LOSAPIO, as Account Executive, will begin an outside/inside sales effort on new accounts as well as full responsibility for the Computer-world Response Card deck.

SUE STEVENS was recently promoted to Assistant Classified Manager at CWCI, and CINDY DELANY was recently promoted to Supervisor of the Classified Department.

Classified

SWITCHBOARD/RECEPTIONIST

CW Communications/Inc. is looking for an energetic individual to handle a busy Rolm PBX servicing 200 employees. Other duties include receiving visitors and handling express packages. The position is permanent part-time, six hours per day (10:00 a.m. - 4:00 p.m.), five days a week.

To qualify, you must have good, clear diction and a pleasant telephone manner. To apply, please contact Jane Creighton of CWCI at (617) 897-0700.

SECRETARY

The Direct Marketing Services Department of CWCI needs help. This department is responsible for new subscriber and conference promotion, and needs an organized and efficient secretary to help run the busy department. Responsibilities include filing, phone coverage, order processing, and general administrative work involving all aspects of direct marketing.

To qualify, you should have excellent clerical skills including typing, a pleasant telephone manner, and be able to handle details effectively.

To apply, send your resume to Gail Odeneal at CWCI, 375 Cochituate Road, Framingham, MA 01701, or call (617) 879-0700, x417.

TRAFFIC CLERK

CWCI has an immediate opening in the Traffic/Distribution Department. Applicants must have excellent typing skills, a pleasant telephone manner, and the ability to work with detail. Shorthand or dictaphone experience helpful but not essential. Enjoy a four-day work week. To apply, please call Maureen Burke of CWCI at (617) 879-0700, x348.

FULL-TIME SECRETARY

The Publications Department of IDC is looking for an organized and detailed-oriented individual to assist in the production of our computer industry newsletters and perform general office duties.

Typing of 50-60 wpm required and knowledge of a Wang word processor a plus. Send resume to Karen Weston, IDC, 5 Speen Street, P.O. Box 955, Framingham, MA 01701.

SALES SECRETARY

CWCI is looking for a Sales Secretary for their Chicago office. Candidate must have good typing skills, dictaphone, word processing experience, and absolutely must be able to adapt to changing work situations.

This position involves phone contact with clients, so a good telephone voice/personality is a plus. Light bookkeeping and sales analysis are also part of this job.

To apply, please call Chris Lee, Regional Manager of CWCI, at (617) 879-0700, x443.

FOR SALE

1979 Datsun 210. Automatic transmission, air conditioning, reclining bucket seats, ww radial tires, rear window defroster. Uses regular gas (28 mpg average). Excellent condition -- no body rust. $3,650. Contact Ann Baker of IDG in Framinghman at (617) 875-5000, x404, or at (617) 899-9096.

FOR SALE

$35.00. NEW mounted Michelin radial tire. 150 SR13 ZX. Call Doris Day of IDC at (617) 872-8200, x299.

HANDCRAFTED FURNITURE

Antique replicas, contemporary designs, clocks, mirrors, wine racks, accent pieces. Will build to suit using all native woods. Several satisfied CWCI customers. During the day, call Laura Kentley of CWCI at (617) 879-0700, x436; evenings 655-5730.

FOR SALE

A one-bedroom condominium in Cambridge. Excellent location -- residential but close to transportation and Harvard and Central Squares. Top floor of three story, good-sized apartment. Contact Ann Dooley at CWCI in Framingham at 879-0700, x341.

FOR SALE

1969 Volvo in excellent condition! New exhaust system (October, 1982), new battery (January, 1983), recent tune up (January, 1983), and very little rust. 115,000 miles. Call Nancy Scull of IDC at (617) 872-8200, x245. $1,200 or best offer.

INTERNATIONAL DATA GROUP ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER WORLD DO BRAZIL ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD JAPAN ■ COMPUTER WORLD MEXICO ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ CW PUBLIKATIONEN GMBH

IDG UPDATE

■ IDC ASIA LIMITED/HONG KONG ■ IDC RESEARCH AUSTRALIA ■ IDC EUROPA LTD/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND GMBH ■ IDC IBERIA ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC SCANDINAVIA ■ INFOWORLD ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LE MONDE INFORMATIQUE ■ LINK RESOURCES ■ PC WORLD COMMUNICATIONS

Volume 13, Number 2 Weeks of January 17 & 24, 1983

Micro Shows Planned

CWCI has announced a new series of microcomputer conferences and shows beginning in June, 1983.

BILL LEITCH, President of the Conference Management Group, described the two programs scheduled in 1983, the "Executive's Microcomputer Conference and Exposition", and "The Microcomputer Fair":

"For business and professional micro users, the 'Executive's Microcomputer Conference and Exposition' (EMCE) will provide a theme program and exhibition aimed at the 'elite' of the personal computer market. EMCE's theme, topics, and show will emphasize corporate and office micro applications. The first EMCE will be held June 23-25 at the Sheraton Centre in New York, with others scheduled in key corporate headquarter cities in 1984.

"For everyone interested in micros, including the general public and first-time users of microcomputers, CW/CMG has 'The Microcomputer Fair.' The Fair will provide a broad interest show with a consumer orientation including games, graphics, and family fun, plus the exposure to leading industry figures and vendors who will provide a more general program open to the public. The first Fair is currently scheduled for October 6-9 in Long Beach, California. Other large exhibits are planned for 1984."

CW CONFERENCE MANAGEMENT GROUP

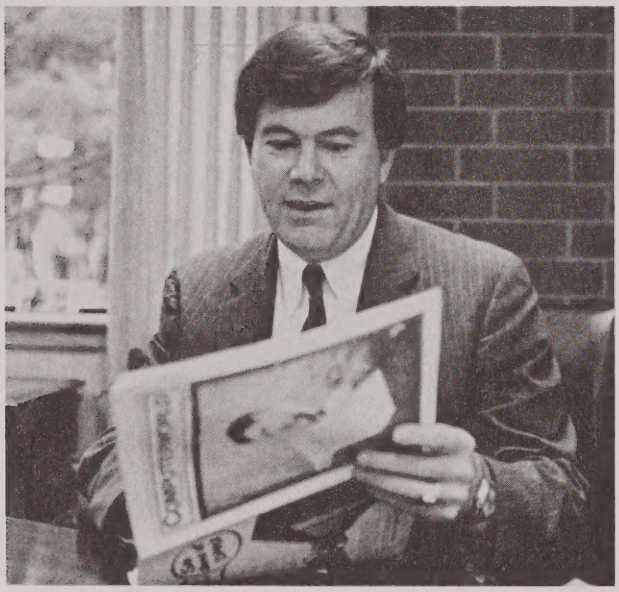
KAREN BARTNICKI has been named Program Manager for the events, and LOUISE MYEROW will handle conference registration.

Exhibit sales and show management will be managed by Mitch Hall Associates, and specifically by Mitch Hall and Terri Hamilton, formerly with CW/CMG. The Hall people are the Northeast advertising sales representatives for InfoWorld.

Spotlight

The Chairman's Office

He is the founder, the Chairman of the Board and the Chief Executive Officer of International Data Group, Inc. Known to work 18 hours days and log over 200,000 air miles a year, PAT MCGOVERN is at the spearhead of IDG's move into new products and new countries.



IDG was started by Pat in 1964 as a market research firm run from the dining room table of his home in Newtonville, Massachusetts. The EDP Industry Report was his first publication; a U.S. computer census was his first research project.

Over the years, this tabletop start has grown into a global business offering a comprehensive array of information services about information technology including newspapers, magazines and newsletters, market and technology research studies and continuous information services, customer and vendor census files, consulting, broadcasting, Buyer's Guides, and conference and seminar management. IDG currently has subsidiaries and field offices in over 18 countries.

One of Pat's primary functions is to develop new business activities for our company. The last two weeks have been typical: in that time Pat arranged for the launch of Computerworld/Italia and Computerworld/Sweden; acquired Mikro-Datorn, the leading microcomputer publication in Sweden; approved the establishment of new IDC offices in Sweden and Norway; authorized the start of Computerworld/Argentina; and set up a joint venture in Saudi Arabia to publish Saudi Computerworld!

What does he do on his time off?: Climb mountains! Last summer he was seen ice-picking his way up the South Face of Annapurna in Nepal. He says it gets him in the right mindset for the climb to IDG's goal of $1 billion in sales in 1990!

What's his motto? "Be energetic, be optimistic, trust your team, and plan to reach your goal one step at a time."

(Continued on page 3)

(From page 2)

ANN BAKER has worn many hats during her business career. Ann came to IDG four years ago from Coulter Biomedical Research Corporation, and has also worked at Brandon Applied Systems of New York, and Computers and Automation (where she was associated with Pat McGovern in the early 60s).

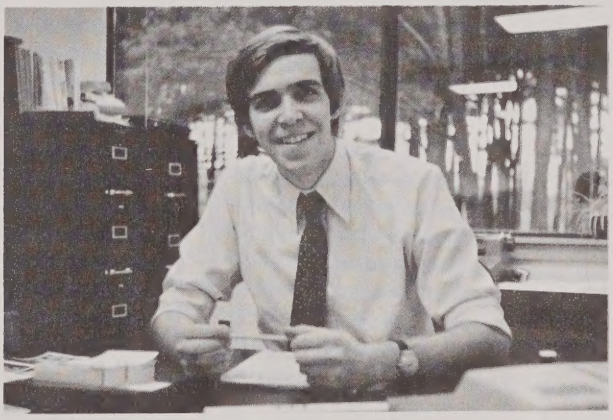
At IDG Ann works on many projects for both the Chairman's Office and the IDG Finance Department, and assists Bill Sell in producing the IDG Update.

Ann and her husband, Harry, live in Waltham, and enjoy traveling extensively in the U.S. and Europe.

A key person in the Chairman's Office at IDG is CAROL FAMOSI, Executive Assistant to Pat McGovern. In addition to being Pat's Executive Secretary, Carol's responsibilities include coordinating the enormous flow of work generated by the Chairman's Office, arranging travel schedules, assisting the IDG Finance Department, and acting as Corporate Clerk for IDG.

Prior to joining IDG in 1981, Carol worked as Administrative Assistant to the Consulting Group at IDC. She attended Bryant College in Rhode Island majoring in Business Education.

Carol lives in Brockton with her husband, Danny, a programmer with IDC's Data Processing Department. When not competing with Danny on their Intellivision videogame system, Carol enjoys summer weekends on the Cape, boating and waterskiing.



IDG's International Operations Coordinator and Editor of the IDG Update newsletter is BILL SELL.

Bill joined IDG in May 1978, following his freshman year in college. Starting as Assistant to the President of IDG, some of his first projects included market share analysis reports and developing slides for Pat's speeches. During the next four years Bill attended Northeastern University on the cooperative education program, working either full or part-time each semester in the IDG Chairman's Office.

Over the years Bill's responsibilities have grown to include Editor and Publisher of the IDG Update newsletter, management

(Continued on page 4)

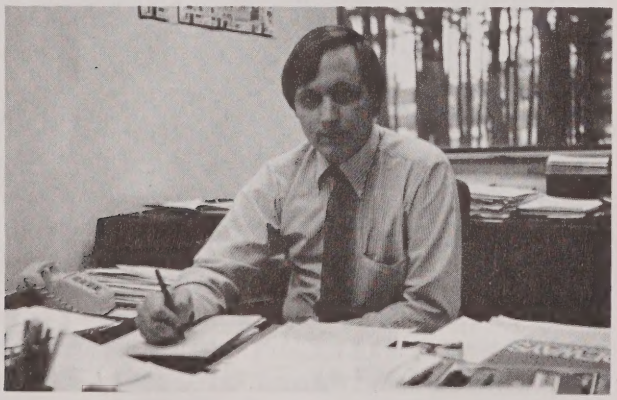
(From page 3)

of the IDC/IDG telephone network and coordinating various operations areas of the company.

Bill does not have too much free time these days since he has been making plans for his October marriage to Kristen Leary. When he does get a chance, he enjoys weekend trips to Vermont.

STEVE WOIT is Assistant to the Chairman working on new business analysis and development.

Since joining IDG in September 1980, Steve has worked on a wide variety of projects including the preparation of a manual to assist managers in launching new publications and the negotiation of an agreement with the Encyclopedia Britannica Educational Corporation to distribute the Computerworld television programs to schools and universities.



Steve is a graduate of Yale University, where he was Publisher of the Yale Daily News Magazine, a monthly publication serving the Yale community. After graduating from Yale, Steve attended a graduate program in publishing at Harvard University.

In his spare time, Steve enjoys fly-fishing and photography.

Classified

TYPESETTER

The typesetting department of CWCI is looking for a full-time typesetter to work in conjunction with the editorial, art, and promotion departments. We will train you on the Atex system. To qualify, good typing skills are required (minimum 60 wpm). If interested, please contact Carol Polack of CWCI in Framingham at (617) 879-0700, x405.

NATIONAL SALES SUPPORT MANAGER

ISO WORLD requires a well-organized person who can plan and implement programs, work with the sales force and the research department, and handle client information needs on a daily basis. Some travel is required. A permanent half-time clerk reports to this person, and a second part-time clerk can be hired as the need is proven.

Responsibilities include: organize and implement your own work week; be the prime mover in developing ISO WORLD's sales support tools; manage, coordinate, and direct ISO WORLD's Bingo response program and control the editors' use of the response numbers; provide support directly or via delegation to the sales person in the Eastern territory; control the advertising space activity between ISO WORLD management, ISO's National Sales Manager, and Frank Collin's advertising group; manage and update the ISO WORLD FA list input from the sales force in the field and coordinate list maintenance with circulation personnel; coordinate sales meetings in concert with the National Sales Manager and the Publisher; and handle client or prospect information calls.

This person will report directly to the Publisher of ISO WORLD with a strong dotted line to the National Sales Manager. Judgement, the ability to organize priorities, interface well with people in ISO WORLD, as well as with other CWCI people and clients is a must. This person should be objective and goal oriented and be prepared to take charge of this independent operating element in ISO WORLD. To apply, please call Tom Casalegno or Liz Pacheco of CWCI in Framingham at (617) 879-0700.

PASTE-UP ARTIST

CWCI's production department has an opening for a paste-up artist. Candidate must have 1-2 years experience with paste-up and the ability to work well under the pressure of constant deadlines. Some knowledge of darkroom and camera equipment is helpful. To apply, send your resume to: Trisha Gaudette, CWCI, Box 880, Framingham, MA 01701.

FOR SALE

170 cm Rossignol Snowbirds (2 seasons) and 260 Tyrolia bindings -- $100 or B.O. 150 Tyrolia bindings -- $25. Polaroid Land Supershooter -- $25. Contact Pam Gendreau of IDC at (617) 872-8200, x211.

FOR SALE

One bedroom condominium in Cambridge for sale. Excellent location, residential but close to transportation and Harvard and Central Squares. Top floor of three-story good-sized building. Contact Ann Dooley of CWCI in Framingham at (617) 879-0700, x341.

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Volume 13, Number 1 Weeks of January 3 & 10, 1983

1982: Looking Back

Question: What is growing strong and looking good despite a weak global economy?

Answer: International Data Group, Inc.!

Yes, IDG continued its strong growth during 1982. Overall, IDG companies had a 24% gain in revenues in 1982, according to Bill Murphy, IDG Vice President/Finance. This week the IDG/Update takes a look at the newcomers to the IDG family as well as some of our existing operations.

COMPUTERWORLD

Computerworld was listed as the number one business publication in the United States in the 1982 Folio Magazine 400 listing, an annual report on the state of U. S. publishing. In terms of all publications (consumer and business), Computerworld moved up from number 70 in 1980 to number 57 in 1981, showing a revenue growth of 35.7% for the period. On the subscriptions side, Computerworld ranked number 9.

IDC

IDC opened several new sales and research offices throughout the world in 1982. New to the ever-growing list are Madrid, Spain; Milan, Italy; and Hong Kong. IDC now has a total of 11 sales and research offices.

OA

Computerworld/OA was launched in 1982. Computerworld's office automation publication started as a quarterly in March, and has grown steadily during the year. This year, Computerworld/OA will publish monthly. OA is distributed to the 120,800 subscribers of Computerworld.

1982: Looking Back

COMPUTERWEEK

In March, CW Communications sponsored the very successful "Computerweek" conference series. "Computerweek" was created and managed by the CW Conference Management Group, and featured four days of conferences on topics of interest to the readers of our U.S. publications. The conference was sponsored by Computerworld, Computer Business News and InfoWorld.

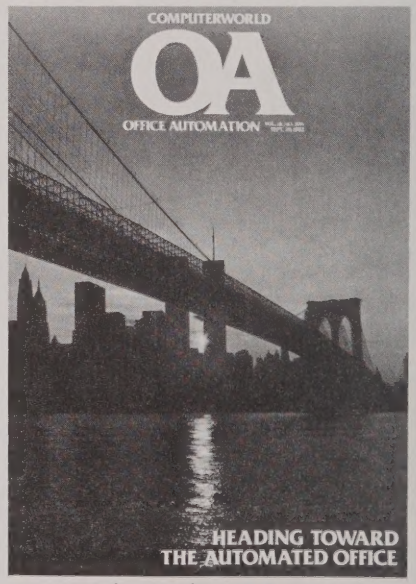
Computerworld Japan, Inc.

During April Computerworld/Japan, a weekly news magazine, was launched with an initial circulation of 30,000; by their six-month anniversary circulation was over 50,000. Advertising revenues are expected to increase several hundred percent in 1983, and circulation should triple.

IDC

IDC announced their newest data base: the Enterprise File. Enterprise is well on the way to becoming the industry's most complete data base of companies providing computer-related products and services. Enterprise is one of the first projects to touch on all areas of the IDG family. One of the most important applications of the Enterprise File will be the new Computerworld Buyer's Guide Series. The first guide, covering computer systems, will be published in August, 1983.

IDG Chairman Patrick McGovern and Computerworld/Japan President Shohei Kurita at the birthday party of CW/Japan.



The third Computerworld/OA quarterly was mailed to subscribers during the last week of September. OA will switch from quarterly to bi-monthly during 1983.

InfoWorld

InfoWorld, published by CW Communications' Popular Computing, Inc. subsidiary, continued impressive growth in 1982 climbing to the number two spot in its market in terms of advertising pages, right behind Byte magazine. InfoWorld currently has over 60,250 paid circulation with an additional 30,000 copies being sold on the newsstands and in computer retail stores nationwide. Also during 1982, InfoWorld signed a distribution agreement with Kable News, a large newsstand distribution organization. This agreement should help boost newsstand sales of the weekly newspaper.

1982: Looking Back

Information Processing Industry
BRIEFING SESSION

International Data Corporation played host to a large number of key computer industry executives around the world with six international computer industry briefing sessions. The 1982 roster included Paris, London, Frankfurt, Milan, Sydney and Melbourne. In the U.S. IDC sponsored a Briefing Session series in Spring, with conferences in Boston, New York and Los Angeles.

CW COMMUNICATIONS

1982 will be remembered by the staff of CW Communications' as the year of construction. Work on 15,000 square feet of new office space on the second floor of the 375 Cochituate Road building went into full swing shortly after the New Year began. Once the new addition was completed, renovations started on the 25,000 square foot ground floor expanding many department areas.

The IDC Australia team with managers from Japan and U.S. IDC offices during the Australian Briefing Session. (Left to right) Yuji Ogino, General Manager/IDC Japan, Len Rust, General Manager/IDC Australia, Marge Broward, Jack Hart, Director/Pacific Operations/IDC U.S., Jennie Murray, Millard Lowe, Elsa Russell and Lou Francis.

DataNews
o jornal da comunidade de informática

DataNews, our newspaper for the Brazilian community published by Computerworld do Brasil, increased its frequency from biweekly to weekly during October. In keeping up with the booming computer market in Brazil, Computerworld do Brasil now also publishes a microcomputer section in DataNews entitled Micro Mundo. Their very successful "Brazilian Data Processing Yearbook" was distributed to DataNews subscribers in August.

LINK

The Link Resources Division of International Data Corporation brought IDG into the on-line electronic information age with the signing of an agreement with NewsNet. Three Link newsletters (Viewdata/Videotex Report, On-Line Database Report, and Link News Briefs) went on line during the summer months.

OA FORUM

Over 275 people attended the OA Forum, a new program developed by the CW Conference Management Group, held September 13-15 in Boston. A variety of big name industry people spoke at the conference which covered office automation as well as personal computing topics.

1982: Looking Back

NCC DAILY!

The second NCC DAILY series was published during 1982. In this series, 256 pages were spread over four issues of the National Computer Conference daily paper. The incredible feat of writing, editing, printing, and distributing the newspaper worked out well -- and CW Communications had another revenue record-breaking week on page sales for all of our publications.

Above, the outside of the CW Communications building in Framingham, with the newly constructed second floor. Right is the new IDC Data Processing office, located in downtown Framingham.

GUIDE IR

Two Continuous Information Services were launched by IDC during the past year -- Micro Systems Marketing Service (known as the Guide Series) and Communications Industry Research (CIR) service. Guide analyzes the various channels of distribution microcomputer vendors use. This program differs from many other IDC programs in that it has a marketing and not planning focus. CIR is a vendor-oriented research program covering the communications industry.

ISO WORLD

In November, CWCI launched ISO WORLD, our newspaper for resellers and independent sales organizations. ISO WORLD replaced Computer Business News, our four-year old newspaper for the OEM market. ISO WORLD has been well received by the advertisers and is on a high-growth track. At year-end, ISO WORLD had over 36,900 subscribers.

PC WORLD

In December PC World, a new monthly magazine for the users of IBM personal computers, was announced. Close to 200 advertising pages had been booked as the magazine went to press earlier this week. PC World is growing rapidly and currently has staff of 50 located in two offices in the San Francisco area.